VSB – TECHNICAL UNIVERSITY OF OSTRAVA
FACULTY OF ECONOMICS

DEPARTMENT OF MARKETING AND BUSINESS

Intergenerational Analysis of Consumer Behaviour on the Wine Market

Mezigenerační analýza spotřebitelského chování na trhu vína

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Ostrava 2017

VŠB - Technical University of Ostrava
Faculty of Economics
Department of Marketing and Business

Diploma Thesis Assignment

Student: **Bc. Julie Horáková**

Study Programme: N6208 Economics and Management

Study Branch: 6208T062 Marketing and Business

Title: Intergenerational Analysis of Consumer Behaviour on the Wine Market
Mezigenerační analýza spotřebitelského chování na trhu vína

The thesis language: English

Description:

1. Introduction
2. Theoretical Issues of Consumer Behaviour
3. Characteristics of Czech and German Wine Market
4. Research Methodology
5. Research Findings
6. Recommendations
7. Conclusion

Bibliography
List of Abbreviations
Declaration of Utilization of Results from the Diploma Thesis
List of Annexes
Annexes

References:

KARDES, R. F., L. M. CRONLEY and T. W. CLINE. *Consumer Behavior.* 2nd ed. Stamford: Cengage Learning, 2015. 550 p. ISBN 978-1-133-58767-5.
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MALHOTRA, Nahresh K. *Marketing Research. An Applied Orientation.* 4th ed. New Jersey: Prentice Hall, 2012. 1080 p. ISBN 978-0273725855.

Extent and terms of a thesis are specified in directions for its elaboration that are opened to the public on the web sites of the faculty.

Supervisor: **doc. Ing. Vojtěch Spáčil, CSc.**

Date of issue: 18.11.2016

Date of submission: 21.04.2017

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„I hereby declare that I have elaborated the entire thesis including the annexes independently and without use of others than indicated aids."

Ostrava 21.4.2017

Julie Horáková

I wish to express sincere thank you to my diploma thesis supervisor, doc. Ing. Vojtěch Spáčil, CSc., for his valuable advices and guidance throughout this project. I would like to thank Prof. Dr. Iris Ramme for her help with adapting the German questionnaire and conducting a pilot study in Germany. My gratitude belongs also to Mgr. Tereza Volíčková for her help with translating the questionnaire to German language and Mgr. Kamila Neuwerthová for the English language correction. Finally, I thank everyone who took part in my research and completed my questionnaire.

CONTENTS

1 Introduction

The world wine consumption has been slightly increasing since 1995 (OIV, 2016; Wine Institute, 2015). But while in the US the young generation seems to be the driving force behind the increasing wine consumption, in most of the European markets the young generation shows low interest in wine and seems to be more interested in other alcoholic beverages as liquors or beer (Chivu-Draghi & Antoce, 2016b). Some Millennials might consider wine snobby or they just don´t understand it and therefore they look for other substitutes (Chivu-Draghi & Antoce, 2016a). However, Millennials are an important segment due to their size and buying power as they are three times bigger size than their predecessors Generation X (Valentine & Powers, 2013). However, the wine consumption grows with age, experience and with the person´s maturity and as the Generation Y is getting older, they are becoming increasingly important to the wine industry and more attention should be paid to this segment (Dlačić & Kadić-Maglajlić, 2013).

This research aims at investigating how the consumer behavior differs in terms of wine consumption between the two specific age groups: Generation Y and Generation X. Because the consumer behavior is very wide term and encompasses many attributes, the attention will be focused especially on the behavioral characteristics, specifically places where consumers drink wine, during which occasions they drink wine and with whom they drink it. The research will take place in two European markets in the Czech Republic and in Germany. This study contributes to a better understanding of the particularities of consumers' preferences in the terms of wine consumption. This could help marketing professionals and managers to improve their marketing strategies in order to deliver better adapted products and promotion activities capable of attracting consumers of both generations.

The paper will be divided into several chapters and subchapters. Firstly, the theoretical issues of consumer behavior that are relevant for this research will be defined. Secondly both Czech and German wine markets will be described to gain a better understanding of the market conditions. Thirdly the methodology of data collection will be outlined. As next, an analytical part and research findings will take place. As a result, recommendations will be given based on the research findings in order to help marketing specialists and wine producers to attract the consumers of both generations.

2 Theoretical Issues of Consumer Behavior

Consumer behavior is the study of people and the products that shape their personal identities. Both consumers and products take many forms, ranging from a small child to a manager in a large international company deciding on a million-dollar purchase. On the other hand, the goods we consume can include anything from daily use products such as food, beverages or cosmetics to durables like cars or electronics that last for years. Also the needs and wants of the people differ from person to person and may include anything from the most basic needs like hunger and thirst to the most complicated needs like love or spiritual fulfillment. But consumer behavior is more than buying goods, it encompasses also the study of how having or not having things affects consumers´ lives or how products or services contribute to the social world we live in (Solomon, 2009). The main aspects of the consumer behavior will be described in the following chapter.

2.1 Defining Consumer Behavior

There are many authors who define consumer behavior and each of them uses slightly different definition. Solomon (2009) defines the consumer behavior as "the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas, or experiences to satisfy needs and desires". Hoyer & MacInnis (2007) define the consumer behavior as "the totality of consumers´ decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision-making units (over time)". According to Kardes, Cronley & Cline (2015) "consumer behavior encompasses all consumer activities associated with the purchase, use and disposal of goods and services, including the emotional, mental and behavioral responses that precede, determine or follow these activities". This research paper deals mainly with the consumption aspects of consumer behavior.

2.1.1 The Dark Side of Consumer Behavior

Consumers´ desires, choices and actions might sometimes result in negative consequences to themselves or to other people. Some of these actions are relatively harmless, whereas others might have serious consequences such as consumer terrorism, addictive consumption or compulsive consumption. In the literature, this aspect of consumer behavior is called "the dark side of consumer behavior" (Solomon, 2009). As wine is an alcoholic beverage, there is a risk of consumer addiction which might affect both, the consumers and the society they live in.

2.2 Influencing Factors of Consumer Behavior

Engel, Blackwell & Miniard (1990) describe three main categories of influences on consumer behavior. These are environmental influences; individual differences and influences; and psychological processes. These factors can cause variations in consumer behavior in the terms of wine consumption.

2.2.1 Environmental Influences

The consumers live in complex environment and their decision process and consumption can be influenced by many environmental factors (Engel, Blackwell & Miniard, 1990). Culture, social class, situation and personal influence, i.e. people, were chosen as the most determining factors for this study.

Culture

There are many different definitions of culture. We can understand culture in its broadest sense, i.e. everything made by human being. We can also understand culture in narrower sense as arts. One of the authors who defined culture was Edgar. H. Schein (2004). He defines culture as "a pattern of shared basic assumptions that was learned by a group as it solved its problems of external adaptation and internal integration, which has worked well enough to be considered valid and, therefore, to be taught to new members as the correct way to perceive, think and feel in relation to those problems." In the study of consumer behavior, the culture is used because it refers to the values, ideas, artifacts and other symbols used by a particular society (Engel, Blackwell & Miniard, 1990). According to Kotler & Keller (2012) culture is the fundamental determinant of a person´s wants and behavior. Moreover, culture consists of subcultures that provide more specific identification of one´s behavior.

For this study the culture is important determining aspect because two wine markets (Czech and German) will be compared. Each country has a different culture and heritage and that might have an effect on the consumer behavior. Important aspect of every culture is also a language (Kotler & Keller, 2012). In the research an extra attention was paid to the languages of both countries.

Social Class

Social classes represent specific clusters of a society differentiated by socioeconomic status ranging from low to high. People belonging to the same social class share similar values, opinions, lifestyle, interests and behavior, also in the terms of consumer behavior.

These people also consume similar products, services, media and use similar informational sources. (Engel, Blackwell & Miniard, 1990). As social class is closely related to the income, it is also relevant for this research.

Personal Influence

Consumer behavior is closely related to the people we closely associate with. We may behave in particular way to fulfill the expectations of other people or to conform with the norms. There are several reference groups which can affect our consumer behavior. (Engel, Blackwell & Miniard, 1990). Kotler & Keller (2012) define reference groups as "all the groups that have a direct or indirect influence on person´s attitudes and behavior." These are for instance opinion leaders (people who serve as an ideal and others follow his/her choices, also in the terms of buying behavior), family, or other reference groups like classmates, friends, etc. (Engel, Blackwell & Miniard, 1990). Kotler & Keller (2012) divide reference groups into several categories: *Membership groups* have a direct influence on its members. *Aspirational groups* are those that person hopes to join. *Dissociative groups* are those whose values person rejects. As this research focuses also with whom people consume wine, the personal influence is rather important.

Situation

Consumer behavior can greatly differ depending on the situation. Some of the situations that may arise can be predicted, some of them are unpredictable. Anticipating some situations and their incorporating to company´s strategy might be supported by marketing research (Engel, Blackwell & Miniard, 1990).

2.2.2 Individual Differences and Influences

According to Engel, Blackwell & Miniard (1990) there are five main internal factors that differentiate consumers one from another. These are following: consumer resources; motivation and involvement; knowledge; attitudes; personality and lifestyle.

Consumer Resources

Engel, Blackwell & Miniard (1990) describe three resources that every person brings to the decision-process – time, money and attention. As the sources are limited it requires some effort to allocate them. When buying wine, the determining factors will be how much time can we spend on the purchase, how much money can we spend on the purchase and our attention we give to this purchase.

Motivation and Involvement

Solomon (2009) describes motivation as “a process that leads people to behave as they do”. Engel, Blackwell & Miniard (1990) see a motive as the main force which moves forward (not only) the consumer behavior. They describe it as “an enduring predisposition that arouses and directs behavior toward certain goals”. There are two basic types of motives – rational and emotional. This concept of motives can help us to understand the preferences of the consumers. An evaluation of product attributes nicely manifests specific buying motives. As well as motivation, also a personal involvement might have a great impact on consumer behavior.

Knowledge

The consumer knowledge includes a wide range of information such as the characteristics of products or services, where to buy it and how to use it. One of the goals of companies achieved by advertising is simply to provide a relevant knowledge and information to the customer. This approach might apply especially in the case of extensive problem solving (Engel, Blackwell & Miniard, 1990).

Attitudes

Attitude can be defined as “an overall evaluation that enables one to respond in a consistently favorable or unfavorable manner with respect to a given object or alternative” (Engel, Blackwell & Miniard, 1990). According to Engel et al. (1990) attitude is the most important variable used in the study of human behavior. Many of marketing persuasion are taken to change the attitudes and thanks to that also a human behavior.

Personality and Lifestyle

Personality and lifestyle are used for determination various objective and subjective characteristics of consumers in particular market segment. Not only people have personalities, but also brands have an own personality in the form of brand image. One of the marketing strategy goals is to match the consumer personality with the brand personality. It is important to gain a deeper understanding of human personality as some personality traits predict a certain types of consumer behavior. Lifestyle can be defined as “patterns by which people live and spend time and money” (Engel, Blackwell & Miniard, 1990).

Age and Stage in the Life Cycle

Kotler & Keller (2012) see age as a main influencing factor of consumer behavior because our taste in food, drinks or recreation is often related to age. Moreover, the consumption is also shaped by the family life cycle or critical life events or transitions like marriage, childbirth or divorce. In addition, a psychological lifecycle may be an important influencing factor as it might affect also consumer behavior. As this research focuses on intergenerational analysis, the age is rather important.

2.2.3 Psychological Processes

Engel et al. (1990) describes several psychological processes that affect the consumer behavior. The most relevant for this research are information processing (how people perceive, process and make sense of different perceptions and how information is transformed, reduced, stored and used in the mind of people) and learning (the process by which experiences shape the knowledge, attitudes and behavior of people). Both processes are very important in the study of consumer behavior as they are the main aspects which shape the behavior of the consumers. Another important psychological factor influencing consumer behavior is person´s motivation because it plays a major role in the consumer buying process (Kotler & Keller, 2012).

2.3 Market Segmentation

Because companies cannot connect with all the consumers in all the broad and diverse markets, there is a need for market segmentation. It is much easier and more efficient for the company to divide such big markets into specific segments of consumers and identify, which market segments are the most interesting ones for their business. To make this decision, the company must get a deeper understanding of consumer behavior and must understand what differentiates each segment from the others. This is often a key to marketing success of the company (Kotler & Keller, 2012).

2.3.1 Defining Market Segments and Segmentation Process

The definition of market segmentation process according to the American Marketing Association (AMA): “The process of subdividing a market into distinct subsets of customers that behave in the same way or have similar needs. Each subset may conceivably be chosen as a market target to be reached with a distinct marketing strategy. The process begins with a basis of segmentation a product-specific factor that reflects differences in customers'

requirements or responsiveness to marketing variables (possibilities are purchase behavior, usage, benefits sought, intentions, preference, or loyalty). Segment descriptors are then chosen, based on their ability to identify segments, to account for variance in the segmentation basis, and to suggest competitive strategy implications (examples of descriptors are demographics, geography, psychographics, customer size, and industry). To be of strategic value, the resulting segments must be measurable, accessible, sufficiently different to justify a meaningful variation in strategy, substantial, and durable."

The definition of market segment according to Kotler & Keller (2012) "A market segment consists of a group of consumers who share a similar set of needs and wants". This becomes a challenge for the company to identify appropriate number and nature of market segments and choose one or more segments to focus on.

2.3.2 Segmentation Criteria

According to Kotler & Keller (2012) it is possible to divide the variable factors influencing consumer behavior into four groups and based on them segment the consumers into smaller and more consistent groups. The purpose of the segmentation criteria is to provide a tool for companies to adjust their marketing tools and activities according to the customers´ needs.

Geographic criteria

Geographic segmentation criteria help us to divide the markets into smaller geographical units such as nations, cities or neighborhoods. The company can either operate in some of them, or can operate in all of them but pay attention to local variations and adapt the marketing mix according to these variations. Some approaches combine geographic and demographic data to reach better descriptions of consumers. The consumers are then divided to clusters according to their geographic and demographic profile. The research uncovered that consumers in one cluster tend to lead similar life styles, have similar jobs or read similar media. (Kotler & Keller, 2012). Engel, Blackwell & Miniard (1990) call this approach geodemography.

For this research geographic criteria are rather important as the research is conducted in two different countries. An extra attention has to be paid to adapt the research to local conditions of each country. When it comes to the specifics of wine consumption, the geography is also important as patterns of consumer behavior might differ depending on the

region where consumers live. The consumer behavior of people living in regions where the wine is grown might differ from the consumer behavior of people living in other areas.

Demographic criteria

Demographic segmentation criteria enable us to divide markets on variables such as age, gender, income, religion, education, occupation, family life cycle, size of family, and other variables which might be important for the companies. It is necessary to focus on these variables because they are often connected with consumer's needs. These criteria are also beneficial for the companies because they are rather easy to measure (Kotler & Keller, 2012).

As the most relevant demographic aspects for this research were chosen age, gender, education, income, social status and region. The most determining criterion for this research is age, as this study focuses on two different age groups, i.e. generation X and generation Y.

There are many authors who were dealing with a generational theory (Kotler & Keller, 2012; Solomon, 2009; Howe & Strauss, 2000; Bawany, 2014; Crampton & Hodge, 2009; etc.). Solomon (2009) defines generation as an age cohort that consists of people of similar ages who have similar experiences, share common memories and important historical events. However, each author has slightly different definition in the terms of age and different description in the terms of psychographic and behavioral characteristics of each generation.

- **Generation X**

Generation X, also called Baby Busters (Crampton & Hodge, 2009) or Slackers (Solomon, 2009) is defined as an age cohort born in 60´s and 70´s. The exact years are a matter of controversy as each author uses slightly different range. For this research was chosen the range between 1965 – 1979 (Crampton & Hodge, 2009).

Gen Xers are the children of hard working Baby Boomers and might felt overlooked and not appreciated enough so they grew into self-reliant individuals who desire more of a balance between personal and work life (Crampton & Hodge, 2009). They lived through changes within the family and increased divorce rate so they were taught to look for themselves. Divorce or parental employment resulted in "latchkey kids", children who spend afternoons at home on their own with no adult supervision (Schmitz, 2013). Gen Xers had to deal with continuous advancement of technology as using the computers was no more limited to big companies (Crampton & Hodge, 2009). Technological innovations shaped their lives since their childhood, especially the development of cable television that increased the number of TV channels in the 1980s´ (Schmitz, 2013). Gen Xers were forced to develop their own

generational identity, that was unique but on the other hand not very coherent (Schmitz, 2013). Gen Xers are highly value oriented individuals, they have stable families and view their homes as an expression of themselves rather than material success (Solomon, 2009).

- **Generation Y**

Defining Generation Y is even more problematic than in the case of Generation X. The exact range is not specified because every author describe them differently. Generation Y, often called Next Generation (Howe & Strauss, 2000), Nexters or Trophy Generation (Crampton & Hodge, 2009), Digital Natives or Echo Boomers (Solomon, 2009), is an age cohort born in 80´s and 90´s. Some authors call them also Millennials (Solomon, 2009; Crampton & Hodge, 2009; Howe & Strauss, 2000). However, Kotler & Keller (2012) call "Millennials" the next generation born between 1995 and 2002. Therefore, the theory who does and who does not belong to generation Y and how are these people called might be little bit confusing. For the purposes of this research a range from 1980 – 1995 proposed by Bawany (2014) was chosen for classification.

According to Crampton & Hodge (2009) the generation Y is the most educated and technologically sophisticated generation so far and according to Solomon (2009) also the most diverse generation ever. They grew up with computers at home, cellphones and internet that shaped their personalities, attitudes and values. Living in a welfare resulted into lack of patience and whatever the Millennials want should occur now. They also get easily bored and are less committed to work than their predecessors. They believe that they work in order to live as opposed to living in order to work. Crampton & Hodge (2009) call them "Trophy Generation" to indicate that they were raised in environment where no one loses and all get trophy just for "showing up". This attitude might result in way too high expectations on employers. Also the communication style is very different comparing to their predecessors. While in former generations face-to-face communications or letters were common way to communicate with each other, Generation Y uses widely emailing, SMS, social media, blogs and other forms of modern communication to stay in touch and get information (Crampton & Hodge, 2009). According to Howe & Strauss (2000) Generation Y can be described as happy, confident and positive. They believe in the future and see themselves as its cutting edge. They are cooperative team members, they tend to group activities and form communities.

Psychographic criteria

Psychographic segmentation criteria use psychology and demographic approaches to help us to gain a better understanding of the consumers, their behavior and their needs and desires. These criteria enable us to divide consumers according to psychological and personality traits, values and motivations. Psychographic criteria encompass also culture as a very important factor that can influence the consumers. Therefore, the psychographic segmentation criteria might vary across the countries (Kotler & Keller, 2012). Engel, Blackwell & Miniard (1990) introduced AIO (Activities, Interests, Opinions) concept used to segment the consumers based on their psychographic profile.

Behavioral criteria

Behavioral segmentation criteria help us to divide consumers according to their knowledge of, attitude towards and use of a product. The segmentation is often based on needs and benefits, because not every buyer has the same needs or benefits from the same product. Another approach is based on decision roles and divides buyer according to the decision role they play (Initiator, Influencer, Decider, Buyer, User). Consumers can be also divided according to their user status (nonusers, ex-users, potential users, first-time users, and regular users), occasions (time of day, week, month, year), usage rate (light, medium and heavy users), loyalty status (hard-core loyals, split loyals, shifting loyals, switchers) and many other variables (Kotler & Keller, 2012). This research paper mainly focuses on behavioral aspects of consumer behavior especially on the occasions when consumers drink wine, where do they drink wine and with whom they drink it.

According to Keyown & Casey (2006) who refer to McKinna (1987) who conducted a research on the Australian wine market and found four basic wine consumer segments. *Connaisseurs*, who have great knowledge about wines and their brands in general and consume it on a regular basis. Usually, this segment is not sensitive to price changes and buys the products in specialized stores or directly from the wine producers. The second segment is so called *aspirational drinkers*, who associate wine culture with social status. Often, they rely on journalists, retail-staff and opinion-leaders and do research on brands that might fit to their lifestyle. Next segment, the *beverage wine drinkers* rather stick to the same brands and buy the wines in the supermarkets. They are not open to new tastes or experimentations, but rely on certain brands. Last but not least, the *new wine drinkers* are fascinated by wine culture and get to know wine culture either by their parents or peer groups at school. Usually, they tend to drink sparkling wines in the beginning.

2.4 Consumer Buying Process

The influencing factors of consumer behavior mentioned above play a great role in the consumer buying process. The companies should make an effort to fully understand consumer buying process in order to achieve better results as the knowledge of this process might help them to influence consumers in the right moment to purchase the product of the company, not from competitors. Kotler & Keller (2012) described a five-stage model of consumer behavior. However, consumers do not always go through all the stages of the buying process. They may skip or reverse some depending on the product they buy. All the five stages will be briefly described in the following text.

2.4.1 Problem Recognition

The buying process starts with recognizing a problem or need. This need might be triggered by internal stimuli (hunger, thirst, etc.) or external stimuli that come from the environment. Marketing professionals have to identify and understand the triggers of particular need in order to be able to induce it by promotional or other marketing activities (Kotler & Keller, 2012).

2.4.2 Information Search

Kotler & Keller (2012) identify two levels of engagement in the information search. *Heightened attention* is called the less extensive search when consumer involves only limited amount of sources. The higher level of information search is called *active information search.* At this level the consumer search for information more extensively and involves different information sources. Major information sources may be divided into four groups. *Personal sources* (family or friends), *commercial sources* (advertising, websites or salespersons), *public sources* (mass media), and *experiential sources* (experience with using the product).

2.4.3 Evaluation of Alternatives

The evaluation process consists of several aspects. Firstly, a consumer is trying to satisfy a need. Secondly, the consumer looks for a certain benefit which the solution brings. Thirdly, the consumer sees each product as a bundle of attributes. Consumers pay the most attention to attributes which deliver the sought benefit. Several factors that influence the evaluation process exist. These might be for instance beliefs or attitudes which we acquired through learning and experience (Kotler & Keller, 2012).

2.4.4 Purchase Decision

Consumers constantly have to make decisions about products, whether to buy or not to buy, what kind of product to buy, in which shop or what brand. Some of these decisions are more important than others and they require a lot of effort, whereas some decisions we make automatically and we do not even think about it. Solomon (2009) describes three main types of consumer decisions: *extended problem solving, limited problem solving, habitual decision making.*

Extended problem solving

Consumers usually apply extended problem solving when buying more expensive or long-term products. As the outcome might be risky in particular way, consumers tend to search information more extensively. They involve both internal information sources (memory, experience) and external information sources (internet, word-of-mouth). Consumers thoroughly evaluate several product alternatives and its attributes before making the decision. Therefore, this approach requires great consumer involvement and it is time consuming (Solomon, 2009).

Limited problem solving

Limited problem solving applies when our motivation is not as high as in the case of long-term or expensive products. The search for information is not so extensive and consumers tend to simplify the process by using decision rules. There are two main types of the decision rules *Noncompensatory decision rules* and *Compensatory decision rules*. When using the *Noncomensatory rules* the consumer believes that a product with a low standing on one attribute can not compensate for this flaw by doing better on another attribute. Whereas when applying the *Compensatory rules*, we give a product a chance to make it up for its shortcomings (Solomon, 2009).

Habitual decision making

Habitual decision making requires just very little or even no conscious effort. We utilize this kind of decision making when we buy low-cost products and when the purchase is frequent. The thought or time given to purchase is minimal (Solomon, 2009).

When it comes to deciding on wine purchase, limited or habitual decision making might be applied, depending on several aspects like a frequency of the wine purchase and personal involvement.

2.4.5 Post-Purchase Behavior

After the purchase the consumer might experience satisfaction in the case that the purchased product or service fulfilled his or her expectations. In the case that the products failed to fulfill the expectations of the consumer he or she experiences a dissonance. Both experiences are saved in the memory and they contribute to the next decision making, as the person might use them as a source of information for the next decisions. Another important aspect of post-purchase behavior are post-purchase actions. Satisfied consumer is more likely to buy the product again and recommend it to other people, whereas dissatisfied customer might take a public action to complain to the company. The study of post-purchase behavior includes also using and disposing of the product (Kotler & Keller, 2012). For this paper especially the using aspects will be taken into account as it focuses mainly on where consumers drink wine, during which occasions and with whom they drink it.

3 Characteristics of Czech and German Wine Market

Historically, wine can be traced back even beyond the written records to the early Neolithic times. At first the wine was used locally as a beverage and for religious purposes but soon started to be traded through the world. And what we nowadays refer to as wine brand or region of origin is rooted in middle ages when some wines were consumed locally, whereas some wines were shipped faraway with specific reference to their origin. Till today there are producers who sell their wine nearby their place or origin and some producers who are able to attract customers from all around the world. And what we consider as wine producer can take many forms from small local producer to global beverage company trying to market its brands worldwide (Orth, Lockshin & d'Hauteville, 2007).

The following chapter is focused on the characteristics of the wine market in the Czech Republic and in Germany. However, first an introduction to a global wine market and its characteristics will be given. As next the Czech wine market will be described. In the last subchapter the characteristics of German wine market will be outlined.

3.1 Global Wine Market

Like many other branches the wine production has become more commercial and global in the past decades and even in countries such as France, Italy and Spain much of the wine is nowadays sold in retail. The wine producers no longer focus only on wine growing and enology but have to incorporate also management and marketing approaches to succeed. Moreover, technologies contributing to the production of large quantity of wine brought another challenge for wine producers. Dozens of producers from different regions try to market their product in a retail where the price can be lower than 2 EUR per bottle. Therefore, management and marketing practices in running the wine business are becoming indispensable (Orth, Lockshin & d'Hauteville, 2007).

3.1.1 Wine Production

The overall world wine production is slightly increasing in the past decades, although it fluctuates in some years due to the weather conditions or different reasons (OIV, 2016). In 2014 the total world wine production was 282,3 million hectoliters. An area of 7,53 million ha was planted with vine worldwide in 2015. The top five countries with the largest area of vineyards are Spain, China, France, Italy and Turkey, together they held 50 % of the total vineyard area in the world in 2015 (Ministry of Agriculture, 2016). According to Wine

Institute (2014) traditional wine countries such as France, Italy and Spain remain the biggest wine producers in the world. France ranks first with annual production of 46,7 million hectoliters (2014) and accounted for 16,54 % of the overall world wine production., followed by Italy (15,85 %) and Spain (13,53 %). These three countries together account for 46 % of the total world wine production. However, not only European countries are important wine producers. The U.S. produced 10,7 % of the world wine in 2014. Other important wine producers are Argentina, Australia, Chile, South Africa or China. (Wine Institute, 2014). Looking at the trends in wine production there are big differences between the countries. In some countries like France, the largest wine producer in the world, Argentina or Portugal the production is significantly declining in the past decades. Whereas in countries as Australia, New Zealand, and China the wine production experiences great growth (OIV, 2016).

3.1.2 Wine Consumption

The overall world wine consumption has been slightly increasing since 1995 (OIV, 2016; Wine Institute, 2015). According to the Wine Institute (2015) the total world wine consumption in 2014 was 249,5 million hectoliters. The biggest wine consumers are the US who accounted for 13 % of the world wine consumption, France accounting for 11,3 % of the world wine consumption, Italy (8,3 %) and Germany (8,2 % of the world wine consumption). The Czech Republic ranked 25th consuming 0,81 % of the wine in the world. However, the trends in the wine consumption differ from country to country. In countries such as the U.S. and China the wine consumption has been rapidly growing in the past decade, whereas in Europe the situation is just opposite (OIV, 2016). In most of the European countries the overall wine consumption declines or remains stable (Bettini, 2015). Especially Asian countries has experienced significant growth of the wine consumption in past years. Rice wine is a common drink there but wine made of grapes plays very minor role in the market. However, this trend is starting to change and both consumption and production of grape wine is growing (Anderson & Wittwer, 2015). These trends can be explained by different status of wine: traditional beverage in Latin and Mediterranean countries or a beverage of social differentiation in the “new wine countries” (Rastoin, Montaigne & Coelho, 2006).

Looking at the per capita wine consumption, the first three countries with the highest wine consumption per person are rather small countries (2011). Vatican City State ranked first with 62,2 liters per capita per year, followed by Andorra (50,39 l/capita) and Luxembourg (49,11 l/capita). France, where the per capita consumption is declining since 1960s mostly due to the economic recession and massive anti-alcohol drinking campaigns, as well as the generation Y

shifting to other substitutes such as beer and spirits, ranked fourth (45,61 l/capita) in 2011 (Wine Institute, 2011; Bettini, 2015). In 1995 the wine consumption per capita in France was nearly 80 l/capita per year (OIV, 2016). Similar trend of decreasing consumption per capita can be seen in most of the European traditional wine countries such as Italy, Spain, Portugal or Slovenia. In countries like Germany, Greece or the Czech Republic the per capita consumption remains more or less stable in past decade (Bettini, 2015; OIV, 2016).

3.1.3 Export and Import

International wine trade experiences significant growth. One of the reasons is the increase of wine consumption in non-producing countries (Mariania, Pomarici & Boatto, 2012). In 2015 an amount of 104,3 million hectoliters was traded through the world in total value of 28 300 million EUR. In the terms of volume, the biggest world wine exporter is Spain which exported 24 million hectoliters of wine in 2015, followed by Italy (20 million hl) and France (14 million hl). However, in terms of value the exporting country number one is France who exported wine in the total value of 8 244 million EUR in 2015. Italy ranks second with the value of 5 353 million EUR, followed by Spain (2 641 million EUR). Even though, Spain ranked first in terms of volume, it is far behind France and Italy in terms of value. Other exporting countries are for example Chile, Argentina, Australia, Portugal, USA or Germany (Italian Wine Central, 2016).

The increasing wine consumption in hitherto non-consuming countries brings changes also in the wine distribution network multiplying the number of intermediaries and establishing new ways of the wine transport from the production area to the consumer. This approach resulted in the emerge of re-exporting, i.e. exporting from one country that previously imported the wine. Looking at the statistics, some countries that exported more wine than they produced can be found. The largest re-exporters are the UK, Singapore, the Netherlands and Hong Kong (Mariania, Pomarici & Boatto, 2012).

In 2015 the top 15 importing countries were responsible for 80,5 % of total imported wine sales in the world. European countries together accounted for the highest value of imported wine (50,6 % of the global wine imports). However, the largest wine importer in the world remain the USA. In 2015 the USA imported 17 % of total world wine imports worth US $ 5,6 billion. The UK ranked second in wine importing (13,7 % of global wine imports), followed by Germany (8,3 % of global wine imports). The fastest growing wine importers are China, Japan and Hong Kong. This increase is likely to be due to the higher consumer preference for

imported wine. Countries where the purchases of imported wine decline are for instance Russia, Belgium, UK or Germany (Workman, 2016; Mariania, Pomarici & Boatto, 2012).

3.1.4 Market Structure

According to Rastoin, Montaigne & Coelho (2006) the wine market is overcoming major changes in the past thirty years caused by many factors for instance the per capita consumption decline in traditional wine countries, new emerging markets in Asia and America and growing production in Australia and New Zealand. Interaction of these factors resulted in enlargement of the structural gap between supply and demand. Thus, major changes in the market structure can be observed. The supply and demand is no longer concentrated in traditional wine producing countries. Both new suppliers and demanders entering the market contribute to the emerge of an oligopoly market structure with fringes which can be observed also in other agrifood sectors (dairy products) (Rastoin, Montaigne & Coelho, 2006). In 2001 the largest four wineries in the US accounted for 48 % of the wine storage capacity in the USA (Folwell & Volanti, 2010). According to Pomarici (2016) the fringe is represented by micro and small wine producers who started to expand in the 1980s due to the growing international wine trade. These small or medium size companies have the advantage of controlling the entire wine production process from the vineyard to the bottle and often establish also direct contact with the final customer. Such companies are in Europe defined as independent winegrowers and have they specific syndicate "the European Confederation of Independent Winegrowers" (10 member states in Europe plus Canada) (Pomarici, 2016). For instance, in France the cooperative wine production represents 45 % of the overall country production channels (Rastoin, Montaigne & Coelho, 2006).

Pomarici (2016) who refers to Euromonitor, forecasts stability of the wine consumption in the terms of volume and moderate increase of value. This might bring higher competition to the wine industry. However, the competition level often depends on the size of the company. Between the large companies the competition is quite tough due to their large-scale strategy, sophisticated marketing practices and the capture of distribution channels (Rastoin, Montaigne & Coelho, 2006). On the other hand, smaller size wineries who often operate locally are more conservative and the environment is therefore less competitive and rather cooperative (Stasi, Seccia & Nardone, 2009). However, despite the globalization and change towards oligopoly market structure, the wine market still remains fragmented with hundreds of thousands of individual producers and thousands of bigger companies (Rastoin, Montaigne & Coelho, 2006).

3.2 Characteristics of Czech Wine Market

The alcoholic beverage most associated with the Czech Republic is beer. However, beer has been made in the Czech lands since the 990s, while the viticulture tradition in the Czech lands dates nearly 2000 years back. At that time the Romans occupied the area we know today as Pálava. And it was Romans who brought the wine production to Czech lands and established the first vineyards in the region of South Moravia around the year 200 AD. Much later in 892 AD the first vineyards were founded also in the Bohemian part of Czech lands in the area of Mělník. Indeed, the Bohemian wine region is very small and fragmented compared to the Moravian region which accounts for 95 % of the overall wine production in the Czech Republic. Thus, wines from the Czech Republic are often referred to as Moravian wines even though they come from the Bohemian vineyards (Wine of Czech Republic, 2015a).

Figure 3.1: Czech Wine Regions

Source: Adapted from Wine of Czech Republic (2015b) The Moravian Wine Region.

3.2.1 Wine Production

According to Wine Institute (2014) the Czech Republic ranks 33rd in the world wine production and account for only 0,16 % of the total world wine production. In 2015 the wine production amounted 536 thousands of hectoliters, 63 % was white wine, 28 % red wine, and 9 % rosé wine. The vine was planted on an area of 17,7 thousand hectares and the area is constantly growing in last couple years. Two thirds of the vineyard area are planted with white wine varieties and one third with red wine varieties. The most common white wine

varieties in the Czech Republic are *Grüner Veltliner, Müller Thurgau*, and *Riesling.* The most planted red wine varieties are *Saint Laurent, Lemberger*, and *Zweigeltrebe* (Ministry of Agriculture, 2016).

3.2.2 Wine Consumption

The total wine consumption in the Czech Republic has almost tripled since 1995 (OIV, 2016; Wine Institute, 2014). In 2015 it amounted 1,98 million hectoliters and accounted for 0,81 % of the total world wine consumption (Ministry of Agriculture, 2016; Wine Institute, 2015). In terms of wine consumption per capita the Czech Republic ranks low with the consumption fluctuating around 20 l/capita in last couple years. However, in 1989 the per capita consumption was lower than 14 l/capita (CZSO, 2015). According to CBI (2016b) the wine consumption in the communist era might had been lower due to closed borders with the main European wine producers. They also see as the driving force of the increasing wine consumption young urban individuals who adopted the western lifestyle and associate wine with social events.

3.2.3 Export and Import

According to Ministry of Agriculture (2016) an amount of 107,5 thousand hectoliters in total value of 547,6 million CZK was exported from the Czech Republic in 2015 of which 104 thousand hectoliters was exported to EU countries. Indeed, 75 % of the total Czech exports go to Slovakia. Other main export partners are Poland, which is the second largest importer of Czech wine, Germany, Romania, Belgium and Croatia.

In the same year, the Czech Republic imported an amount of 1,4 million hectoliters of wine in total value of 4,1 billion CZK. About 88 % of the total imports came from the EU countries. The largest importer is Spain who accounted for one third of total Czech wine imports in 2015, followed by Italy (21 %), Hungary (12 %), Germany (6 %), Slovakia (6 %) and France (5 %) (Ministry of Agriculture, 2016).

3.2.4 Market Structure

Bohemia Sekt remains the leading company in the Czech wine market, accounting for 9 % of total volume sales in 2015. Bohemia Sekt owns a wide range of products and controls the wine companies Víno Mikulov, Chateau Bzenec, Habánské sklepy and Vinařství Pavlov. (Euromonitor, 2016a). According to Kučerová & Žufan (2008) the reasons of the leading position of Bohemia Sekt are greater accumulated experience, lower costs and therefore

higher profits. Other main players in the Czech wine market are the Vinium Velké Pavlovice and Znovín Znojmo. The rest of the market is occupied by rather smaller companies or individual producers. Therefore, the environment at the market is not as competitive as in other western European countries and there is still place for new producers or distributors coming into the market. According to the market analysis conducted by Euromonitor (2016a) the wine market in the Czech Republic had not yet reached the saturation point and will grow in the future.

3.2.5 Distribution Channels

According to Šperková & Duda (2010) who refer to Focus Marketing & Social Research agency, most of the Czech wine purchase is done in retail and the decision about the brand and quality of wine is usually made in the store. Another favorite distribution channel in the Czech Republic are specialized wine shops. Consumers with higher wine knowledge and interest often buy wine in these shops. The amount of wine purchased straight from the wine producers has been decreasing in the past years. Chládková, Pošvář & Žufan (2004) conducted a research including 1000 respondents in 2004. They discovered that 45 % of the respondents buy wine in supermarket or hypermarket, 24 % of respondents buy wine in specialized store and 9 % of consumers buy wine straight from the wine producer, the other 22 % are other distribution channels (mostly on-trade sales). Unfortunately, more up-to-date data about Czech market and distribution channels is not currently available. However, we can assume that the distribution channels are slowly shifting towards online sales like in the case of German wine market or other European wine markets.

3.2.6 Consumer Preferences

According to CBI (2016b) Czech consumers are slow in accepting new trends comparing to western European countries. This is mostly due to small size of the market which prevents rapid adoption of new products. Therefore, trends such as aromatic wines, wines in cans or plastic bottles, and screw caps have not been accepted yet. Similar situation can be observed on the organic wine market. This market is growing very slowly in the Czech Republic, mostly due to low public awareness of organic food. However, Czech consumers´ interest in high quality wines has been growing in the past years. This trend has been observed especially since the tragic incidents of methyl-tainted alcohol in 2012 and 2013. Draught wine from the tap which can consumers buy mostly in the specialized stores, remains very popular. The wine shops often offer a wide range of draught wine and good price/quality ratio. The

draught wine mostly come from domestic production or eastern European countries such as Hungary or Moldova. During the summer light and refreshing drinks with lower alcohol content are becoming more and more popular among Czech consumers (Euromonitor, 2016a).

3.3 Characteristics of German Wine Market

The wine making tradition in Germany dates about 2000 years back when the Romans introduced the viticulture to the Germanic tribes. In the middle ages vine was grown nearly in the whole Germany. However, due to climatic changes, increasing production and consumption of beer and increasing amount of imported wine, the acreage of vineyards started to decrease after 1500 AD. Until 19th century many vineyards were planted with several grape varieties when the vine louse Phylloxera destroyed nearly all the vineyard area. As a result, many indigenous grape varieties disappeared. Together with vine breeding and selection this evolved into standard grape varieties that are predominant in modern German viticulture such as *Rheingau Riesling* or *Müller Thurgau* (German Wine Institute, 2016b). Nowadays, Germany is one of the most Northern wine growing countries in the world. However, not all of its territory is suitable for wine production. Therefore, the wine production is concentrated into 13 wine regions that are located in the river valleys (Lieberz, 2015). See the figure 3.2.

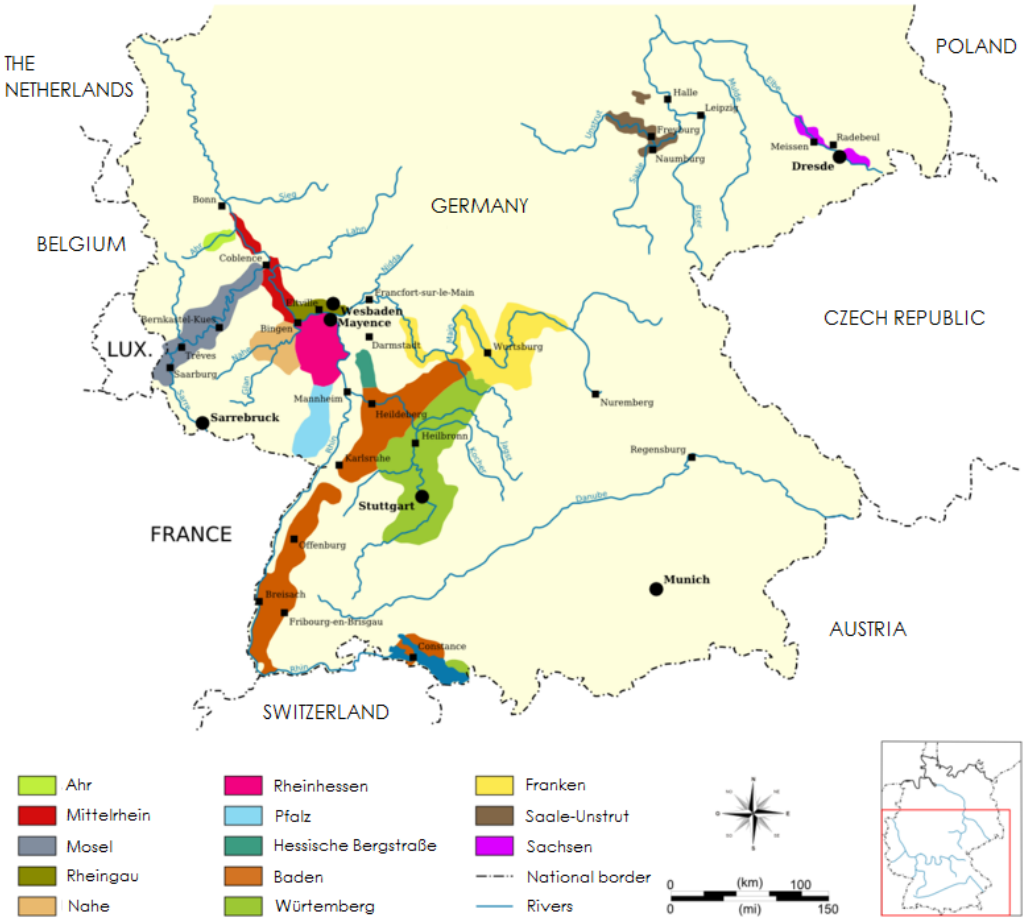

Figure 3.2: German Wine Regions.

Source: Adapted from Wikipedia (2016) List of German wine regions.

3.3.1 Wine Production

According to Wine Institute (2014) Germany ranks 10th in the world wine production and it is the 4th biggest European producer of wine. In 2014 Germany accounted for 3,01 % of the total world wine production amounting 8,5 million hectoliters. In the past decade, the production fluctuated between 8 and 10 million hectoliters per year (OIV, 2016). In 2014 an area of 102 425 ha was planted with grapes for wine production. Of this area 65 % is planted with white wine varieties and 35 % with red varieties. However, when looking at the wine production, the ratio is slightly different. The white wine represents 60 % of the total wine production and the red wine 40 %. This is due to higher yield of red wine varieties. The most common white wine varieties in Germany are *Riesling, Müller-Thurgau, Silvaner, Pinot Grigio,* and *Pinot Blanc*, which together account for 77 % of the planted white wine area. The most planted red wine varieties are *Pinot Noir, Dornfelder, Portugieser, Trollinger,* and *Black Riesling* and together they account for 77 % of the red wine area (Lieberz, 2015).

3.3.2 Wine Consumption

The overall wine consumption in Germany has been slightly increasing in the past decade (OIV, 2016; Wine Institute, 2015). According to the Wine Institute (2015) the wine consumption in Germany amounted 20,2 million hectoliters and accounted for 8,18 % of the world wine consumption in 2014. This makes Germany the fourth biggest wine consumer in the world behind the US, France and Italy. In 2013, German households spent € 11.2 billion on alcoholic beverages. Within this category, wine and sparkling wine together represented 39 %, followed by beer (28 %) and spirits (25 %) (Bettini, 2015).

The per capita consumption in Germany remains stable in the past decade. In 2012 the per capita consumption was 28,2 l/capita. That means 20th place in the world in terms of per capita consumption. (OIV, 2016; Wine Institute, 2015). According to Pilz (2016) the demographic trend of aging population will have a significant impact on the wine consumption in the future. He estimates that the wine per capita consumption is going to remain stable in the foreseeable future.

3.3.3 Export and Import

The exports of German wine are slightly decreasing in the past years. In 2015 Germany exported an amount of 3,6 million hectoliters and ranked as eighth largest wine exporter in the world in terms of volume. In terms of value Germany ranks seventh with the value of exported wine of 953 million EUR in 2015 (Italian Wine Central, 2016). This difference is mainly due to increasing quality and price of exported wine which resulted in declining volume and revenue from export in the past years. Overall wine exports accounted for 11 % of last year´s grape yield. The largest importer of German wine is the US from where come a quarter of the total revenue from exports. The Netherlands ranks second with 11 % share of the total export value, followed by the UK (9 %) and Norway (8%). This means that over 40 % of the total German exports goes to these markets (German Wine Institute, 2016a).

Although Germany is a big wine producer, it cannot fully satisfy the customers´ demand for the wine. Therefore, Germany is one of the biggest wine importers in the world. In 2015 it ranked third and accounted for 8,3 % of the overall wine imports in the terms of value. Traditionally the largest wine importers to Germany are Italy, France and Spain. Although these countries are represented everywhere, Italy, for example, has a clear prevalence in Bavaria. On the other hand, France dominates in Hamburg and Bremen and surrounding

areas, as well as in the Saarland region (Mathäß, 2015). However, the amount of wine imported from these traditional wine countries is significantly decreasing (Workman, 2016).

3.3.4 Market Structure

The German wine market can be characterized as highly fragmented. The three main players (*Reh Kendermann GmbH Weinkellerei*, *Racke GmbH & Co KG* and *Moselland eG Winzergenossenschaft*) held together 30 % of the overall market in 2009. The other 70 % of the market represent smaller wine producers (Zhang, 2012). Off-trade channels outperformed the on-trade sales accounting for 82 % of the total volume sales in 2015. With the increasing share of wine sold in discounters where the price is often below 2 EUR per bottle, the wine market has become highly competitive in the past years and marketing practices have gained higher importance (Euromonitor, 2016b).

3.3.5 Distribution Channels

Most of the German wine is nowadays sold in retail. In 2015 it was about 65 % of the overall sales and the share is significantly growing (rose from 61 % to 65 % in 2014/2015). This rise might be caused by expanding the range with regional and higher-quality wines Another strong channel is cellar door sales which accounted for 27 % of sales. However, the direct sales when consumers buy the wine straight from the producer, have been decreasing in the last years. According to the managing director of the German Wine Institute Monika Reule this is due to shifting distribution from the small producers to the retails. Furthermore, the demographic trend of aging society might influence the wine consumer behavior as well. (German Wine Institute, 2016c). About 10 % of the wine in Germany is sold in specialized wine shops. However, the 10 % in volume account for 20 % in terms of value (Zhang, 2012). In the last couple years an online distribution channel is rising, however, the growth is very slow in Germany. Big internet retailers as Amazon have not succeeded to enter the wine market online. Nevertheless, in the future, online channel has the potential to become more important (CBI Market Intelligence, 2016a).

The average prices of wine sold in different distribution channels give an initial indication of the consumer groups served by the particular channel. See the table 3.1. While the retail sector together with discount trade serves the low price segment, the specialist trade/mail order sector fulfils two important roles: firstly, it sales higher-priced wines and secondly, it shapes trends in the wine consumption. The introduction of new wines from different

countries typically takes place in the food retail/discount sector after they have been successful in the specialist trade stores (Mathäß, 2015).

Direct sales	€6.00/l
Specialist trade/mail order	€10.00/l
Food retailers	€3.60/l
Discount trade	€2.50/l

Table 3.1: Average prices within the different distribution channels.

Source: Adapted from Mathäß (2015) An overview of the German wine market.

3.3.6 Consumer Preferences

According to CBI Market Intelligence (2016a) trends play a major role in the German wine market. Consumers have become more demanding and they emphasize quality, regionality and authenticity when buying a bottle of wine. Also the demand for ecologically grown wine is increasing. Although, Germany is known as a white wine country (in 1995 the consumption of red wine amounted 37 %, white wine 54 % and rosé wine 9 %), in 2015 red wine accounted for 48 % of the wine consumption, white wine 42 % and rosé 10 %. However, demand for lighter types of wine as opposed to the less refreshing and heavier red wine is increasing. As a result, white wine has gained share in the past years compared with red wine (German Wine Institute, 2016d; Euromonitor, 2016b; Zhang, 2012). According to CBI Market Intelligence (2016a) especially the young wine consumers prefer more often light wines and also aromatic wines are in fashion nowadays. One of the reasons why these types of wines are gaining popularity especially among the young wine drinkers is that these wines often have lower alcohol content. Moreover, especially the aromatic wines are often packed in the cans. When looking at the consumer preferences for country of origin, domestic wines account for about 40 % of the overall wine consumption, while imported wines made up to 60 % (Pilz, 2016). According to CBI Market Intelligence (2016a) consumers in Germany are open to trying new wines from the non-traditional wine countries. A study conducted by Euromonitor (2016b) reveals that German consumers drink wine with or after dinner and prefer to pay higher price for a good bottle of wine for home consumption, rather than paying high prices in on-trade. Greater transparency about wine prices led to people becoming rather skeptical about the prices of wine in restaurants.

4 Research Methodology

To analyze the consumer behavior, the collection of primary data is necessary because no suitable secondary data are currently available. Therefore, a marketing research was conducted to gather the required data. The complete research methodology will be described in this chapter and divided into two subchapters *Preparatory Stage of the Research* and *Implementation stage of the Research*.

4.1 Preparatory Stage of the Research

The preparatory stage of the marketing research includes several steps that have to be taken before we start collecting the data. All the steps are described in the following subchapters.

4.1.1 Problem Definition and Research Goals

As mentioned before the overall world wine consumption is steadily increasing. Also the consumers´ characteristics and behavior are rapidly changing nowadays as the consumers are more mature and demand higher quality products. This fact brings many challenges for both wine producers and retailers. Therefore, an analysis of the consumer behavior and its influential factors is necessary. As there is no suitable secondary data available, a primary marketing research will be conducted to gather the desired data and enable to carry out the analysis.

The goal of the research is to investigate how the consumer behavior differs across distinct age groups and markets. The conducted research should provide a better insight to consumer behavior specifically to the opportunities when and where the consumers drink wine and with whom. As a result of the research both markets will be analyzed based on the gathered data to discover differences between the markets and chosen age groups.

4.1.2 Research Approach

According to Saunders, Lewis & Thornhill (2009) there are two different research approaches, i.e. deductive approach and inductive approach. The deductive approach has several specific characteristics. It is based on a theory that is a subject to be tested. Research hypothesis are deducted from the theory and examined through different methods. The deductive research approach uses highly structured methodology to ensure reliability and concepts are operationalized in a way that enables facts to be measured quantitatively.

Additional important characteristic is reductionism. This holds that the problems are reduced to the simplest element to be better understood. The final characteristic of deductive approach is making inferences and generalization. As there already exists a theory about our research topic and we do not have to develop one, the deductive approach will be utilized. The analysis of the collected data will provide answers to research questions and either prove or disprove hypothesis. Based on the analysis interferences will be made.

Based on the purpose of the research there are three main types of research studies, i.e. exploratory studies, descriptive studies and explanatory studies. The descriptive research aims to portray an accurate profile of phenomena. (Saunders, Lewis & Thornhill, 2009). Therefore, the descriptive research will be utilized in this paper as we aim to describe consumer behavior and how it differs between the chosen age groups and markets.

4.1.3 Research Strategy and Method

Survey was considered as the best research strategy for this paper. Survey is usually associated with a deductive approach and is used for exploratory or descriptive research. Survey is mainly used to answer questions such as who, what, where, how much or how many. Moreover, it enables to collect large amount of data in highly time efficient and economical way (Saunders, Lewis & Thornhill, 2009). Therefore, the survey was chosen as the most appropriate research strategy for this paper.

Data collection methods were evaluated in order to pick the most appropriate one. Considering the purpose of the research and character of the data that need to be collected, a self-administered questionnaire was chosen as the most appropriate method to carry out the research. In descriptive research the questionnaire is used to describe variability in different phenomena, discover attitudes or opinions. The main advantage of questionnaire is that it allows us to collect data from desired number of people in economical way (Saunders, Lewis & Thornhill, 2009).

4.1.4 Population and Sampling

As the research population were identified people from the Czech Republic and Germany who belong to the age groups Generation Y and Generation X. In terms of sampling, non-probability sampling approach will be used in this study. In this approach the selection of the elements relies on the judgement of researcher rather than on chance. There are four non-probability sampling techniques i.e. convenience sampling, judgmental sampling, quota sampling and snowball sampling. The quota sampling will be utilized in this paper. The quota

sampling maybe be defined as two-stage judgmental sampling. The first stage includes defining particular characteristics which the sample should have. In the second stage the elements are selected based on convenience or judgment. Once the quotas are set up there is relative freedom in selecting the elements (Malhotra, Birks & Wills, 2012). For the purpose of this research paper the following quotas were determined: in order to achieve unbiased results an even number of respondents from both countries will be gathered. Afterwards, a convenience sampling was utilized, as gathering the respondents depends on their access to the online version of the questionnaire and also on their willingness to fill in the questionnaire.

4.1.5 Questionnaire Design

Silva et al. (2016) examines occasions and places where consumers drink beer, wine and non-alcoholic beer. The research was conducted in the Netherlands and Portugal in order to discover the main differences of how consumers in these two countries conceptualize beer, wine and non-alcoholic beer consumption. This article served as a base for creating the questionnaire. In order to gather data in both Czech and German market, two versions of questionnaire in national languages of both countries were created. Some questions were adapted to national conditions i.e. prices in CZK and EUR, level of income, etc.

In the beginning of the questionnaire there is a short introduction into the topic of the research and the purpose of the data collection. Respondents are assured that the questionnaire is anonymous and the data will not be used for any other than scientific purposes.

Several question types are included in the questionnaire. There is one filter question in the very beginning of the questionnaire. Filter questions enable the researcher to exclude the participants who are not adequately informed (Malhotra, Birks & Wills, 2012). In this paper the filter question aims to distinguish the wine drinkers from the non-drinkers (question 1). Respondents who do not drink wine do not continue in filling in the questionnaire after answering this question. Majority of the questions in the questionnaire is in the form of structured questions. In this kind of question the set of response alternatives and its format is predefined. Some of the structured questions may be multiple-choice based which means that the respondent can pick more than one option. In some questions the participant can add his own answer. This step was taken to ensure that all the possible response alternatives will be covered. To gain a deeper insight to consumers´ behavior and attitudes a multi-item scale was utilized in the form of Likert scale. Likert scale requires the participants to indicate their level

of agreement or disagreement with each statement. To conduct the analysis, each statement is assigned a numerical score (Malhotra, Birks & Wills, 2012). In this study the score from 1 to 5 was utilized, where 1 means “I fully disagree” and 5 means “I fully agree”.

The questions in the questionnaire can be divided into four main groups. The initial part of the questionnaire was designed to distinguish the wine drinkers from the non-drinkers (question 1) and define the frequency of wine consumption (question 2). In the second part of the questionnaire characteristics such as where, what occasion, when and with whom are examined (questions 3 – 11). Questions in the following part are designed to reveal the attitudes and preferences of the consumers (questions 12 – 16). The last part of the questionnaire (questions 17 – 22) contains identification questions such as gender, age, education, social status, net income, region of residence.

4.1.6 Pilot Study

The questionnaire was discussed with thesis supervisor to make sure that all the desired information will be gathered. Several improvements were made before the pilot study took part. The pilot study was conducted in both the Czech Republic and Germany to examine the questionnaire in both languages and make sure that the questionnaire is not confusing for the participants and they will understand all the questions. The pilot study took part in the end of November. In both countries, the questionnaire was distributed to a group of 10 to 15 marketing students. Their task was to fill in the questionnaire in a paper form. Afterwards there was about 20 minutes long discussion about the questions and response alternatives.

All the comments and remarks were considered and small changes were made in both versions of the questionnaire. As the biggest problem appeared that in November there are St. Martin´s Markets in both countries followed with the Advent Markets starting in the end of November. In this pre-Christmas time the wine consumption is very different than in any other time of the year because of the consumption of hot wine in the Advent Markets. As this fact, could strongly affect the data, it was decided to postpone the research to the beginning of February when the Christmas atmosphere was over.

Before launching the online version of the questionnaire, both language versions were tested by native speakers to make sure that no mistakes occurred, all the questions are understandable and well-arranged on all kind of electronic devices (cell phone, tablet, pc).

4.2 Implementation Stage of the Research

Implementation stage of the research encompasses several steps that relate to data collection and data analysis. The steps are described in the following subchapters.

4.2.1 Data Collection

The data collection started at the beginning of February and ended in the middle of March. The questionnaire was distributed in several ways. Firstly, an online form of the questionnaire was created and distributed in social network websites. The social networks represented the main distribution channel. Google documents software was used to create an online version of the questionnaire. Secondly the questionnaire was distributed via email. Also in the form of link to the online version of the questionnaire. These efforts resulted in obtaining the total number of 1029 responses.

4.2.2 Data Analysis

Prior to the analysis the data was edited to ensure correctness of the results. As mentioned before, the total number of 1029 responses was collected. However, not all the questionnaires were suitable for this research. Thus, respondents in non-compliant age categories (under 21 years and over 52 years) were omitted. This step resulted in having 867 questionnaires. Furthermore, first two questions of the questionnaire were designed to separate the wine drinkers from the non-drinkers and because this research focuses only on wine drinking consumers, the respondents, who claimed not to drink wine or drink wine less often than once or twice per six months, were omitted from the analysis as well. Finally, the sample of 765 respondents was used for the analysis.

Data coding and cleaning was accomplished in MS Office Excel software. From the Excel, the data was transposed to IBM SPSS Statistics software where the main part of the analysis was accomplished.

4.2.3 Sample Structure

The sample structure according to the demographic variables is described in detail in the table 4.1.

Table 4.1: Sample structure

Sample Structure			
		Frequency	Percent
Total Responses		1029	
Responses left after editing		867	
Country			
	The Czech Republic	458	52,8%
	Germany	409	47,2%
	Total	*867*	*100,0%*
Gender			
	Male	286	33,0%
	Female	581	67,0%
	Total	*867*	*100,0%*
Age			
	GEN Y	603	69,6%
	GEN X	264	30,4%
	Total	*867*	*100,0%*
Education			
	Secondary	414	47,8%
	University	453	52,2%
	Total	*867*	*100,0%*
Social status			
	Student	398	45,9%
	Employed (mostly mental labor)	297	34,3%
	Employed (mostly manual labor)	73	8,4%
	Enterpreuner	72	8,3%
	Maternity leave/ housewife	16	1,8%
	Unemployed	6	0,7%
	Retired	5	0,6%
	Total	*867*	*100,0%*

Source: own research.

4.2.4 Limitations of the Research

The research focuses only on the Generation Y and Generation X and does not include other generations. The questionnaire was spread mostly in the social media and shared in different Facebook groups including university student groups therefore, a significant number of the participants are students. In both countries, the number of people with the university education accounted for about 50 %. Furthermore, the subject to the analysis is only the wine market in the Czech Republic and in Germany. Therefore, the research findings might not be applicable in other industries or countries. Most of the collected data in Germany came from the federal state of Baden-Württemberg which is one of the wine growing regions in Germany. On the other hand, most of the respondents from the Czech Republic came from Moravian-Silesian region which does not have strong bonds with viticulture. Due to the facts mentioned above, the results of the research might not be representative enough to generalize the findings to both whole Czech and German Generation Y and X.

5 Research Findings

In the following chapter the gathered responses will be analyzed to discover the existence of differences in the consumer behavior between distinct age groups i.e. the Generation Y and the Generation X and the two examined wine markets i.e. the Czech wine market and the German wine market.

5.1 Wine Consumption

The initial question of the questionnaire was used as a filter to distinguish the wine drinkers from the non-drinkers. 91 % of the respondents claimed to drink wine and 9 % of the respondents are non-consumers and therefore will be omitted from the further analysis.

For further examination of the differences in the behavior between the Generation Y and the Generation X in the Czech Republic and in Germany a 3-way contingency table has been utilized. A Chi-square test has been conducted in order to discover the existence of statistically significant differences between the distinct age groups and countries. The level of significance (sig. 0,004 < 0,05) has revealed statistically significant differences between the behavior of the Generation Y in the Czech Republic and in Germany. However, the same statistical test has shown the level of significance 0,793 (> 0,05) in the case of Generation X, which means there are no statistically significant differences between the behavior of the Generation X in the Czech Republic and in Germany (see the table 5.1.). We can also see in the table that both conditions were met as 0 % (< 20 %) of cells have expected count less than 5, and simultaneously the minimum expected count is 27,32 (> 1) in the case of the Generation Y and 6,48 (> 1) in the case of the Generation X. The table 5.2. shows the discovered differences in detail. While the consumption frequency of the older generation is nearly the same in both countries, the Generation Y has shown greater differences. While in the Czech Republic it is only 6 % of the respondents who have claimed not to drink wine, in Germany it is 13 %.

Table 5.1: Wine consumption according to age and country – Chi-square test.

Chi-Square Tests

Age		Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
GEN Y	Pearson Chi-Square	8,149[c]	1	,004		
	Fisher's Exact Test				,005	,003
	N of Valid Cases	603				
GEN X	Pearson Chi-Square	,069[d]	1	,793		
	Fisher's Exact Test				,805	,486
	N of Valid Cases	264				

c. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 27,32.

d. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 6,48.

Source: own research.

Table 5.2: Wine consumption according to age and country – crosstabulation.

Q1_Do you drink wine? * Country * Age Crosstabulation

% within Country

	Age			
	GEN Y		GEN X	
	Country		Country	
	The Czech Republic	Germany	The Czech Republic	Germany
Yes	94,0%	87,1%	93,1%	92,2%
No	6,0%	12,9%	6,9%	7,8%
Total	100,0%	100,0%	100,0%	100,0%

Source: own research.

5.2 Wine Consumption Frequency

The second question of the questionnaire has been used to discover the frequency of the wine consumption. As this research focuses only on the wine drinkers, the respondents who have claimed to drink wine less often than once or twice per six months were omitted from the further analysis.

5.2.1 Wine Consumption Frequency versus Age

Based on the insights obtained from the literature review, following hypothesis has been conducted: *The Generation Y will show lower frequency of wine consumption, than the Generation X.* A Chi-square test has been utilized in order to reveal whether there exist statistically significant differences between the two distinct age groups. The level of significance (sig. 0,00 < 0,05) has shown the existence of significant differences. At the same time both conditions were met as 0 % (< 20 %) of cells have expected count less than 5 and simultaneously the minimum expected count is 7,75 (> 1) (see the table 5.3). The revealed differences can be seen in details in the table 5.4. Nearly half of the Generation X drinks wine at least once a week, whereas in the case of Generation Y it is less than 30 % of respondents. On the other hand, half of the Generation Y claims to drink wine only once or twice per month. In the case of consumers who drink wine only once or twice per six months Gen Yers are also in the lead in contrary with the Generation X.

The conducted analysis has revealed that Gen Yers drink wine less often then Gen Xers, therefore hypothesis has not been rejected.

Table 5.3: Wine consumption frequency versus age – Chi-square test.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	22,220[a]	3	,000
N of Valid Cases	790		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 7,75.

Source: own research.

Table 5.4: Wine consumption frequency versus age – crosstabulation.

Q2_How often do you drink wine? * Age Crosstabulation

			Age		
			GEN Y	GEN X	Total
Q2_How often do you drink wine?	At least once a week	Count	156	112	268
		% within Age	28,6%	45,7%	33,9%
	Once or twice per month	Count	277	92	369
		% within Age	50,8%	37,6%	46,7%
	Once or twice per six months	Count	94	34	128
		% within Age	17,2%	13,9%	16,2%
	Less often	Count	18	7	25
		% within Age	3,3%	2,9%	3,2%
Total		Count	545	245	790
		% within Age	100,0%	100,0%	100,0%

Source: own research.

5.2.2 Wine Consumption Frequency versus Country

As no suitable literature has been found to gain deeper insight and conduct a hypothesis, the null hypothesis assuming no significant difference between the countries has been tested. In order to obtain better understanding of the behavior of both generations in the two examined countries, 3-way crosstabulation has been utilized. To test the null hypothesis the Chi-square test has been conducted. The level of significance (sig. 0,025 < 0,05) has shown the existence of statistically significant differences between the behavior of the Generation Y in the Czech Republic and in Germany. Simultaneously, both conditions were met as 0 % (< 20 %) of cells have expected count less than 5 and at the same time the minimum expected count is 8,82 (> 1). However, the Fisher´s exact test has not shown differences between the behavior of the Generation X in the examined countries, as the level of significance amounted 0,093 (> 0,05) (see the table 5.5). The table 5.6 shows the discovered differences in details. The data has shown that more Czech consumers drink wine at least once a week than in Germany, whereas the percentage is higher in the case of Germans consuming the wine once or twice per six months.

The conducted analysis has revealed statistically significant differences, therefore the null hypothesis has been rejected.

Table 5.5: Wine consumption frequency according to country and age – Chi-square test.

Chi-Square Tests

Age		Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided) Significance	99% Confidence Interval Lower Bound	99% Confidence Interval Upper Bound
GEN Y	Pearson Chi-Square	9,304[d]	3	,026	,025	,021	,029
	Fisher's Exact Test	9,330			,025	,021	,029
	N of Valid Cases	545					
GEN X	Pearson Chi-Square	6,284[f]	3	,099	,098	,090	,106
	Fisher's Exact Test	6,308			,093	,086	,100
	N of Valid Cases	245					

d. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 8,82.

f. 2 cells (25,0%) have expected count less than 5. The minimum expected count is 2,37.

Source: own research.

Table 5.6: Wine consumption frequency versus country – crosstabulation.

Q2_How often do you drink wine? * Country * Age Crosstabulation

% within Country

	Age			
	GEN Y		GEN X	
	Country		Country	
	The Czech Republic	Germany	The Czech Republic	Germany
At least once a week	33,3%	24,1%	50,0%	37,3%
Once or twice per month	50,2%	51,4%	37,0%	38,6%
Once or twice per six months	13,1%	21,2%	11,1%	19,3%
Less often	3,4%	3,2%	1,9%	4,8%
Total	100,0%	100,0%	100,0%	100,0%

Source: own research.

5.3 Wine Drinking Occasions

To examine the wine drinking occasions there were two questions included in the questionnaire. First question was draft as a multiple response question. The results have shown that 90 % of consumers drink wine during personal occasions (holiday, romantic moments, weekends) 85 % of respondents have claimed to drink wine during informal occasions (parties, birthday celebrations) and 46 % of respondents have said that they drink wine during formal occasions (balls, receptions) (see the annex C table 5). In the following

question the respondents were supposed to choose the most often occasion for drinking wine. 59 % of respondents have claimed to drink wine mostly during personal occasions, 40 % of respondents drink wine most often during informal occasions and only 2 % of respondents drink wine most often during formal occasions (see annex C table 6).

5.3.1 Wine Drinking Occasions versus Age

The null hypothesis assuming no significant difference between the generations has been tested with the help of the Chi-square test. As both conditions were fulfilled because 16,7 % (< 20 %) of cells have expected count less than 5 and simultaneously the minimum expected count is 4,67 (> 1), and the level of significance was lower than 0,05 (sig.= 0,01) (see the table 5.7) the results have revealed statistically significant differences in preferred wine drinking occasions between the Generation Y and the Generation X. While almost 70 % of Gen Xers prefer to drink wine during the personal occasions, from the Generation Y only 54 % do so. On the other hand, Generation Y shows greater interest in drinking wine during informal occasions such as party or birthday celebrations than the older Generation X (see the figure 5.1).

The conducted analysis has revealed statistically significant differences, therefore the null hypothesis has been rejected.

Table 5.7: Wine drinking occasions versus age – Chi square test.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14,091[a]	2	,001
N of Valid Cases	765		

a. 1 cells (16,7%) have expected count less than 5. The minimum expected count is 4,67.

Source: own research.

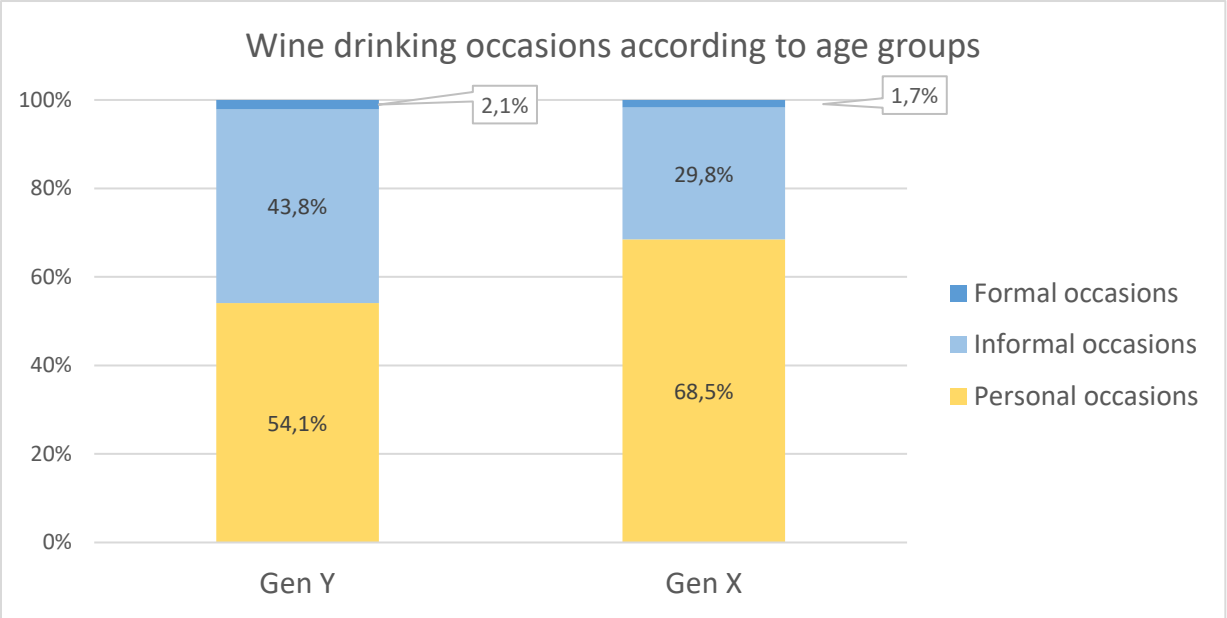

Figure 5.1: Wine drinking occasions versus age.

Source: own research.

5.3.2 Wine Drinking Occasions versus Country

The null hypothesis assuming no significant difference between the generations has been tested with the help of the Chi-square test. However, the level of significance 0,240 (> 0,05) has revealed that no statistically significant differences exist between the two examined countries (see the table 5.8). Therefore, the null hypothesis has not been rejected.

Table 5.8: Wine drinking occasions versus country – Chi square test.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2,858[a]	2	,240
N of Valid Cases	765		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 6,82.

Source: own research.

5.3.3 Wine Drinking Occasions versus Gender

In order to test the null hypothesis assuming no significant difference between the genders the Chi-square test has been utilized. The level of significance 0,00 (< 0,05) has shown statistically significant differences between male and female respondents (see the table 5.9). It has been discovered that men prefer to consume wine during personal occasions rather than during informal or formal occasions. Vice versa, women show higher interest in consuming wine during informal occasions as parties or birthday celebrations than men as shown in the figure 5.2. The conducted analysis has revealed statistically significant differences, therefore the null hypothesis has been rejected.

Table 5.9: Wine drinking occasions versus gender – Chi square test.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20,113[a]	2	,000
N of Valid Cases	765		

a. 1 cells (16,7%) have expected count less than 5. The minimum expected count is 4,73.

Source: own research.

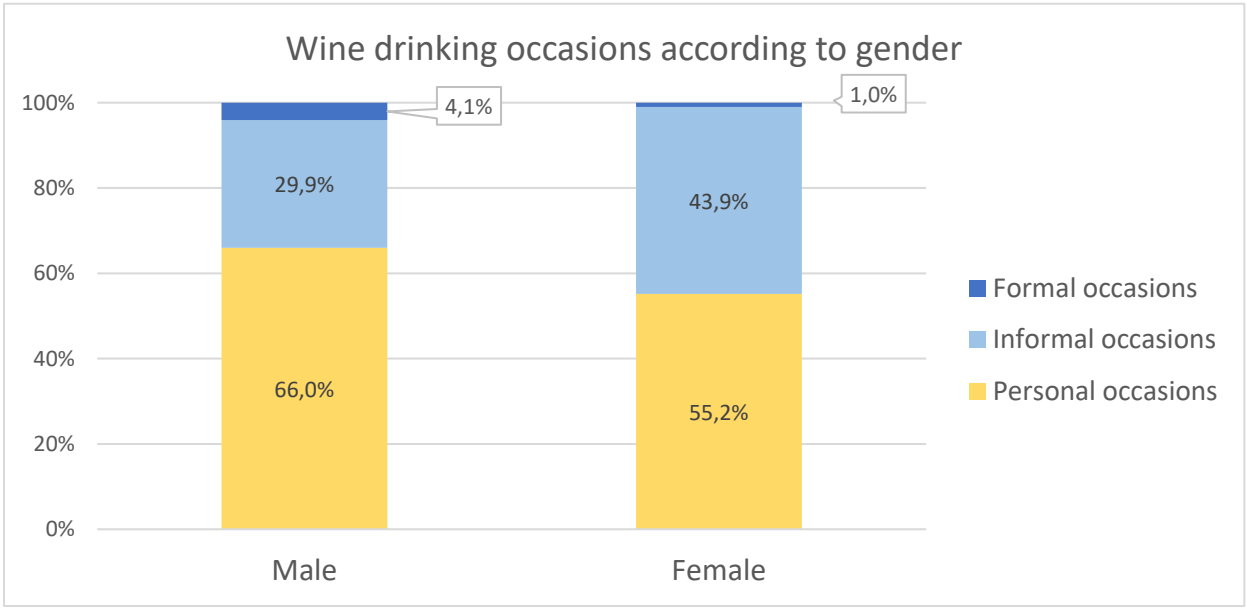

Figure 5.2: Wine drinking occasions according to gender.

Source: own research.

5.3.4 Wine Drinking Occasions versus Income

In order to simplify the analysis, the respondents were divided into three groups based on their income. The low-income group includes respondents whose income is lower than 16 000 CZK / 1500 EUR per month. People with the income of 16 000 – 32 000 CZK / 1500 – 3500 EUR per month belong to medium-income group. Respondents with higher income than 32 000 CZK / 3500 EUR per month belong to the high-income group. Respondents who chose an option "not specified" were omitted from the analysis.

To analyze the wine drinking occasions versus income, the null hypothesis assuming no statistically significant difference among the examined income groups has been tested. As well as in the case of age, gender, and country, the Chi-square test has been utilized. However, 22,2 % (> 20 %) of cells had expected count less than 5. Therefore, Fisher´s exact test has been made as well. The level of significance 0,00 (< 0,05) has proved the existence of statistically significant differences among the income groups (see the table 5.10). The figure 5.3 shows the revealed differences in detail. While respondents with higher income consume wine mostly during the personal occasions (82,5 %), respondents with lower income are more interested in drinking wine during informal occasions such as parties and so on. This fact is most probably related to the generational differences where Gen Xers have shown more interest in drinking wine during personal occasions. The relation was further examined and the results has shown that the Generation X claims to have higher incomes than the Generation Y. The low-income group consists of 91 % of the Generation Y, while in the high-income group the ratio is 33 % of the Generation Y and 66 % of the Generation X.

Because the conducted analysis has revealed statistically significant differences, the null hypothesis has been rejected.

Table 5.10: Wine drinking occasions versus income – Chi square test and Fisher´s exact test.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)		
				Significance	99% Confidence Interval	
					Lower Bound	Upper Bound
Pearson Chi-Square	23,661[a]	4	,000	,001	,000	,001
Fisher's Exact Test	25,007			,000	,000	,000
N of Valid Cases	695					

a. 2 cells (22,2%) have expected count less than 5. The minimum expected count is 1,07.

Source: own research.

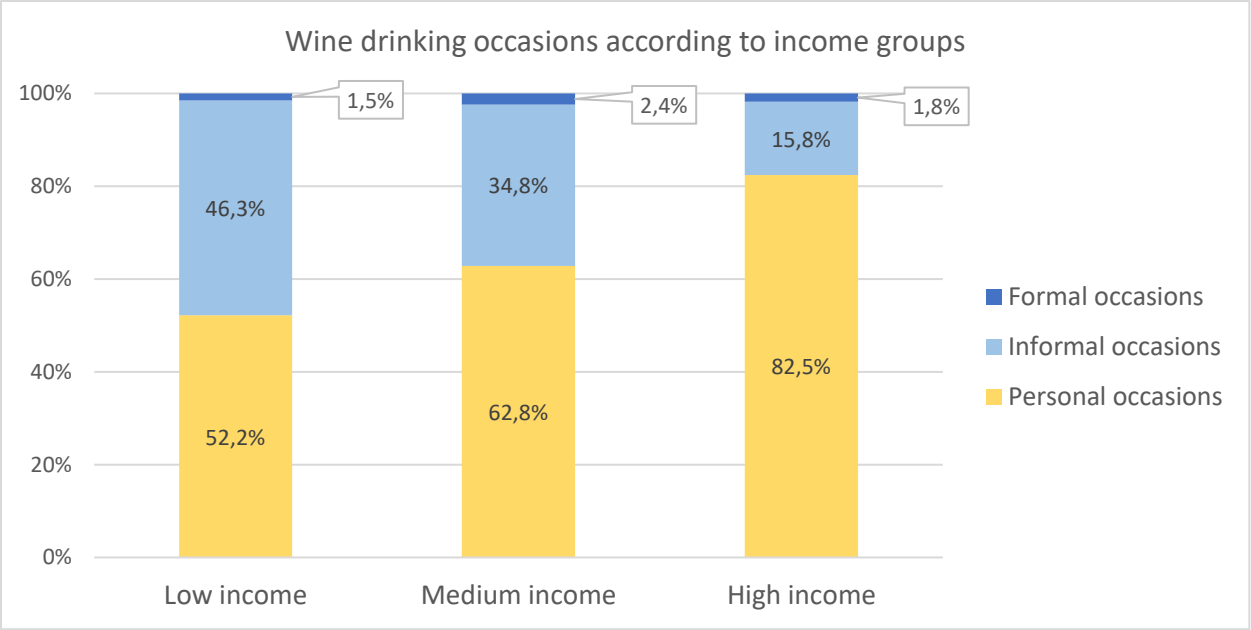

Figure 5.3: Wine drinking occasions according to income groups.

Source: own research.

5.4 Preferred Places of Wine Consumption

To examine the preferred places of wine drinking, there were two questions included in the questionnaire. First question was draft as a multiple response question. The results have shown that 95 % of respondents drink wine at home, 73 % of respondents answered that they drink wine in a restaurant and 44 % of respondents claimed to drink wine in a bar or in a pub. The second question was designed to discover the place where consumers drink wine the most often. 74 % or respondents claimed to drink wine the most often at home, 12 % of respondents consider restaurant as the most preferred place for wine consumption and 10 % of respondents claimed to drink wine the most often in a bar or in a pub (see the annex C tables 3 and 4).

5.4.1 Preferred Places of Wine Consumption versus Age

In order to examine the null hypothesis assuming no significant difference between the generations the Chi-square test has been carried out. However, as 4 cells 33,3 % (> 20 %) showed the expected count less than 5 (see the table 5.11), the Fisher´s exact test has been made as well. The level of significance 0,00 (< 0,05) has revealed statistically significant differences between the two examined generations. It has been discovered that respondents from the Generation X drink wine at home more often than their successors from the

Generation Y. On the other hand, the Generation Y shows greater interest in consuming wine in a bar or in a pub than the Generation X (see the table 5.12).

The conducted analysis has revealed statistically significant differences, therefore the null hypothesis has been rejected.

Table 5.11: Preferred places of wine consumption versus age – Chi square test and Fisher´s exact test.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)		
				Significance	99% Confidence Interval	
					Lower Bound	Upper Bound
Pearson Chi-Square	23,538[a]	5	,000	,001	,000	,001
Fisher's Exact Test	26,289			,000	,000	,000
N of Valid Cases	765					

a. 4 cells (33,3%) have expected count less than 5. The minimum expected count is 2,18.

Source: own research.

Table 5.12: Preferred places of wine consumption versus age – crosstabulation.

Q4_Where do you drink wine the most often? * Age Crosstabulation

			Age		Total
			Gen Y	Gen X	
Q4_Where do you drink wine the most often?	At home	Count	370	192	562
		% within Age	70,2%	80,7%	73,5%
	In restaurant	Count	61	32	93
		% within Age	11,6%	13,4%	12,2%
	In bar/ pub	Count	68	7	75
		% within Age	12,9%	2,9%	9,8%
	Outside	Count	9	4	13
		% within Age	1,7%	1,7%	1,7%
	In specialized wine shop	Count	12	3	15
		% within Age	2,3%	1,3%	2,0%
	In wine cellar	Count	7	0	7
		% within Age	1,3%	0,0%	0,9%
Total		Count	527	238	765
		% within Age	100,0%	100,0%	100,0%

Source: own research.

5.4.2 Preferred Places of Wine Consumption versus Country

As well as in the case of age the null hypothesis has been tested with the help of Chi-square test and has revealed statistically significant differences between the two examined countries (see the table 5.13). As we can see in the table 5.14 the wine consumption at home is dominated by Czechs, while the wine consumption in restaurants is dominated by Germans. The percentage is higher especially in the case of the German Generation X consuming wine in restaurants. As mentioned in the previous subchapter, the younger generation shows higher interest in consuming wine in a bar or in a pub than the Generation X.

As the analysis has shown significant differences in places of consumption between the two examined countries, the null hypothesis has been rejected.

Table 5.13: Preferred places of wine consumption according to country and age – Chi square test.

Chi-Square Tests

Age		Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)		
					Significance	99% Confidence Interval	
						Lower Bound	Upper Bound
Gen Y	Pearson Chi-Square	11,850[d]	5	,037	,033	,028	,038
	Fisher's Exact Test	11,813			,033	,029	,038
	N of Valid Cases	527					
Gen X	Pearson Chi-Square	19,024[f]	4	,001	,000	,000	,001
	Fisher's Exact Test	17,579			,000	,000	,001
	N of Valid Cases	238					

d. 4 cells (33,3%) have expected count less than 5. The minimum expected count is 3,43.

f. 6 cells (60,0%) have expected count less than 5. The minimum expected count is 1,00.

Source: own research.

Table 5.14: Preferred places of wine consumption according to country and age - crosstabulation.

Q4_Where do you drink wine the most often? * Country * Age Crosstabulation

% within Country

	Age			
	Gen Y		Gen X	
	Country		Country	
	The Czech Republic	Germany	The Czech Republic	Germany
At home	73,3%	67,3%	86,2%	69,6%
In restaurant	7,8%	15,2%	6,9%	26,6%
In bar/ pub	12,0%	13,8%	3,1%	2,5%
Outside	2,3%	1,1%	2,5%	
In specialized wine shop	3,5%	1,1%	1,3%	1,3%
In wine cellar	1,2%	1,5%		
Total	100,0%	100,0%	100,0%	100,0%

Source: own research.

5.4.3 Preferred Places of Wine Consumption versus Gender

The Chi-square test has been utilized in order to test the null hypothesis assuming no significant difference between the genders. However, as we can see in the table 5.15, 33,3 % of cells (> 20 %) have expected count less than 5. Therefore, the Fisher´s exact test has been made too. The level of significance 0,002 (< 0,05) has revealed statistically significant differences. The detailed results can be seen in the table 5.16. The wine consumption in a restaurant is slightly more preferred by men than by women. On the other hand, female consumers drink wine in a bar or in a pub more often than men.

Based on the conducted analysis the null hypothesis has been rejected.

Table 5.15: Preferred places of wine consumption versus country – Chi-square and Fisher´s exact test.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)		
				Significance	99% Confidence Interval	
					Lower Bound	Upper Bound
Pearson Chi-Square	18,773[a]	5	,002	,002	,001	,003
Fisher's Exact Test	18,370			,002	,001	,003
N of Valid Cases	765					

a. 4 cells (33,3%) have expected count less than 5. The minimum expected count is 2,21.

Source: own research.

Table 5.16: Preferred places of wine consumption versus gender – crosstabulation.

Q4_Where do you drink wine the most often? * Gender Crosstabulation

		Gender		Total
		Male	Female	
At home	Count	178	384	562
	% within Gender	73,9%	73,3%	73,5%
In restaurant	Count	32	61	93
	% within Gender	13,3%	11,6%	12,2%
In bar/ pub	Count	13	62	75
	% within Gender	5,4%	11,8%	9,8%
Outside	Count	5	8	13
	% within Gender	2,1%	1,5%	1,7%
In specialized wine shop	Count	7	8	15
	% within Gender	2,9%	1,5%	2,0%
In wine cellar	Count	6	1	7
	% within Gender	2,5%	0,2%	0,9%
Total	Count	241	524	765
	% within Gender	100,0%	100,0%	100,0%

Source: own research.

5.4.4 Preferred Places of Wine Consumption versus Income

To test the null hypothesis assuming no significant differences among the income groups the Chi-square test has been utilized. However, seven cells (38,9 % > 20 %) have expected count less than 5. Therefore, the Fisher´s exact test has been made as well. The level of

significance 0,008 (< 0,05) has revealed the existence of significant differences, as shown in the table 5.17. The table 5.18 shows in detail the discovered differences. While home wine consumption is dominated by the medium-income category, the wine consumption in a restaurant is dominated by the high-income group which consists mainly of Gen Xers. The consumption in a bar or in a pub is dominated by the low-income group which consists mainly of younger people from the Generation Y.

Based on the analysis, significant differences among the income groups have been discovered, therefore the null hypothesis has been rejected.

Table 5.17: Preferred places of wine consumption versus income – Chi-square test and Fisher´s exact test.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)		
				Significance	99% Confidence Interval	
					Lower Bound	Upper Bound
Pearson Chi-Square	23,111[a]	10	,010	,014	,011	,017
Fisher's Exact Test	22,138			,008	,005	,010
N of Valid Cases	695					

a. 7 cells (38,9%) have expected count less than 5. The minimum expected count is ,49.

Source: own research.

Table 5.18: Preferred places of wine consumption versus income – crosstabulation.

Q4_Where do you drink wine the most often? * Income Crosstabulation

		Income			
		Low income	Medium income	High income	Total
At home	Count	271	194	42	507
	% within Income	69,3%	78,5%	73,7%	72,9%
In restaurant	Count	51	26	11	88
	% within Income	13,0%	10,5%	19,3%	12,7%
In bar/ pub	Count	53	14	2	69
	% within Income	13,6%	5,7%	3,5%	9,9%
Outside	Count	4	5	2	11
	% within Income	1,0%	2,0%	3,5%	1,6%
In specialized wine shop	Count	7	7	0	14
	% within Income	1,8%	2,8%	0,0%	2,0%
In wine cellar	Count	5	1	0	6
	% within Income	1,3%	0,4%	0,0%	0,9%
Total	Count	391	247	57	695
	% within Income	100,0%	100,0%	100,0%	100,0%

Source: own research.

5.5 Reference Groups for Wine Drinking

To examine the reference groups for wine drinking there were two questions included in the questionnaire. First question was draft as a multiple response question. 88 % of respondents claimed to drink wine with friends, 76 % of consumers drink wine with family and relatives and 71 % of respondents consume wine with partner. The second question was designed to discover the most preferred reference groups for wine drinking. 41 % of respondents claimed to drink wine the most often with friends, 21 % of respondents consider family and relatives as the most preferred company for wine drinking and 37 % of consumers claimed to drink wine the most often with partner (see the annex C tables 11 and 12).

5.5.1 Reference Groups for Wine Drinking versus Age

In order to examine the null hypothesis which assumes no significant differences between the generations, the Chi-square test has been carried out. The level of significance 0,00 (< 0,05) has revealed statistically significant differences between the Generation Y and the Generation X (see the table 5.19). While nearly half of Gen Xers claim to drink wine the most

with partner, members of the Generation Y drink wine mostly with their friends (see the table 5.20). Based on the conducted analysis, statistically significant differences between the Generation Y and the Generation X have been discovered, therefore, the null hypothesis has been rejected.

Table 5.19: Reference groups for wine drinking versus age – Chi square test.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	47,797[a]	4	,000
N of Valid Cases	765		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 1,87.

Source: own research.

Table 5.20: Reference groups for wine drinking versus age – crosstabulation.

Q11_With whom do you drink wine the most often? * Age Crosstabulation

			Age		Total
			Gen Y	Gen X	
Q11_With whom do you drink wine the most often?	Alone	Count	14	13	27
		% within Age	2,7%	5,5%	3,5%
	With partner	Count	145	112	257
		% within Age	27,5%	47,1%	33,6%
	With family or relatives	Count	109	53	162
		% within Age	20,7%	22,3%	21,2%
	With friends	Count	256	57	313
		% within Age	48,6%	23,9%	40,9%
	With colleagues	Count	3	3	6
		% within Age	0,6%	1,3%	0,8%
Total		Count	527	238	765
		% within Age	100,0%	100,0%	100,0%

Source: own research.

5.5.2 Reference Groups for Wine Drinking versus Country

In order to gain deeper insight into the behavior of both generations in the examined countries, the 3-way contingency has been conducted. To examine the null hypothesis assuming no significant differences, the Chi-square test has been utilized. The level of significance (sig. = 0,039 < 0,05) has shown statistically significant differences between the countries in the case of the younger generation. However, the Generation X has not shown statistically significant differences in the behavior between the two examined countries (see the table 5.21). As illustrated in the table 5.22, the older generation in the Czech Republic shows higher interest in consuming wine alone than their counterparts in Germany. On the other hand, German consumers seem to prefer drinking with friends more than Czechs.

The conducted analysis has shown significant differences in the places of consumption between the two countries, therefore the null hypothesis has been rejected.

Table 5.21: Reference groups for wine drinking versus country and age – Chi square test.

Chi-Square Tests

Age		Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)		
					Significance	99% Confidence Interval	
						Lower Bound	Upper Bound
Gen Y	Pearson Chi-Square	9,394[d]	4	,052	,044	,039	,049
	Fisher's Exact Test	9,498			,039	,034	,044
	N of Valid Cases	527					
Gen X	Pearson Chi-Square	2,451[f]	4	,653	,690	,678	,701
	Fisher's Exact Test	2,415			,680	,668	,692
	N of Valid Cases	238					

d. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 1,47.

f. 3 cells (30,0%) have expected count less than 5. The minimum expected count is 1,00.

Source: own research.

Table 5.22: Reference groups for wine drinking versus country and age – crosstabulation.

Q11_With whom do you drink wine the most often? * Country * Age Crosstabulation

% within Country

	Age			
	Gen Y		Gen X	
	Country		Country	
	The Czech Republic	Germany	The Czech Republic	Germany
Alone	2,7%	2,6%	6,3%	3,8%
With partner	33,3%	21,9%	46,5%	48,1%
With family or relatives	19,4%	21,9%	23,3%	20,3%
With friends	43,8%	53,2%	23,3%	25,3%
With colleagues	0,8%	0,4%	0,6%	2,5%
Total	100,0%	100,0%	100,0%	100,0%

Source: own research.

5.5.3 Reference Groups for Wine Drinking versus Gender

The null hypothesis which assumes no significant difference between the two examined groups has been utilized. The differences between the genders have been examined with the Chi-square test. The level of significance 0,01 (< 0,05) has revealed significant differences between men and women (see the table 5.23). The differences are illustrated in the table 5.24. While men have claimed to drink wine the most often with their partners (39 %), women prefer to drink wine the most often with friends (45 %). About 20 % of both men and women have stated that they drink wine with their families or relatives.

The analysis has revealed statistically significant differences between the men and women, therefore the null hypothesis has been rejected.

Table 5.23: Reference groups for wine drinking versus gender – Chi square test.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17,876[a]	4	,001
N of Valid Cases	765		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 1,89.

Source: own research.

Table 5.24: Reference groups for wine drinking versus gender – crosstabulation.

Q11_With whom do you drink wine the most often? * Gender Crosstabulation

			Gender		
			Male	Female	Total
Q11_With whom do you drink wine the most often?	Alone	Count	15	12	27
		% within Gender	6,2%	2,3%	3,5%
	With partner	Count	93	164	257
		% within Gender	38,6%	31,3%	33,6%
	With family or relatives	Count	55	107	162
		% within Gender	22,8%	20,4%	21,2%
	With friends	Count	76	237	313
		% within Gender	31,5%	45,2%	40,9%
	With colleagues	Count	2	4	6
		% within Gender	0,8%	0,8%	0,8%
Total		Count	241	524	765
		% within Gender	100,0%	100,0%	100,0%

Source: own research.

5.5.4 Reference Groups for Wine Drinking versus Income

The Chi-square test has been used to examine the existence of statistically significant differences among the income groups. As shown in the table 5.25, 26,7 % (> 20 %) of cells have expected count less than 5. Therefore, the Fisher´s exact test has been made as well. The level of significance 0,00 (< 0,05) has revealed the existence of statistically significant differences between the examined income groups. While consumers with higher income have claimed to drink wine the most often with their partners (44 %), in case of consumers with low income it was only 25 % of respondents who drink wine with their partner. On the other hand, consumers with lower income prefer to drink wine with friends much more than consumers with medium or high income (see the table 5.26). This fact proves the relation between the age groups, as consumers with higher income mostly belong to the Generation X and vice versa, most of the consumers with lower income belong to the Generation Y.

Table 5.25: Reference groups for wine drinking versus income-Chi square test and Fisher´s exact test.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)		
				Significance	99% Confidence Interval	
					Lower Bound	Upper Bound
Pearson Chi-Square	64,097[a]	8	,000	,000	,000	,000
Fisher's Exact Test	52,411			,000	,000	,000
N of Valid Cases	695					

a. 4 cells (26,7%) have expected count less than 5. The minimum expected count is ,41.

Source: own research.

Table 5.26: Reference groups for wine drinking versus income – crosstabulation.

Q11_With whom do you drink wine the most often? * Income Crosstabulation

		Income			Total
		Low income	Medium income	High income	
Alone	Count	9	9	7	25
	% within Income	2,3%	3,6%	12,3%	3,6%
With partner	Count	98	104	25	227
	% within Income	25,1%	42,1%	43,9%	32,7%
With family or relatives	Count	86	50	9	145
	% within Income	22,0%	20,2%	15,8%	20,9%
With friends	Count	197	83	13	293
	% within Income	50,4%	33,6%	22,8%	42,2%
With colleagues	Count	1	1	3	5
	% within Income	0,3%	0,4%	5,3%	0,7%
Total	Count	391	247	57	695
	% within Income	100,0%	100,0%	100,0%	100,0%

Source: own research.

5.6 Preferred Wine Drinking Times

To examine the preferred times when consumers drink wine, there were two questions included in the questionnaire and both were designed as a multiple response questions. The main purpose was to discover during which days do consumers drink wine and during which times of the day they drink it. The results have shown that vast majority of the respondents (97 %) drink wine during the weekend. 63 % of respondents claimed to drink wine on Friday

and 40 % also during the week days (Monday – Thursday) (see the annex C table 7). When looking at the time when consumers drink wine, a clear majority of people (98 %) stated that they drink wine in the evening and at night, 26 % of respondents drink wine in the afternoon and only 10 % of respondents claimed to drink wine during the lunch time (see the annex C table 8).

5.6.1 Preferred Wine Drinking Times versus Age

The analysis has shown differences between the generations in terms of days when they drink wine. The biggest difference can be seen in the consumption during the week days. While 41 % of Gen Yers have claimed to drink wine from Monday to Thursday and 65 % drink wine also on Friday, their predecessors from the Generation X drink wine during the week days less (see the table 5.27).

Table 5.27: Preferred wine drinking days versus age – crosstabulation.

$Q7_When_do_you_drink_wine * Age Crosstabulation

			Age		
			Gen Y	Gen X	Total
When do you drink wine	monday - thursday	Count	214	83	297
		% within Age	40,6%	34,9%	
	friday	Count	344	141	485
		% within Age	65,3%	59,2%	
	weekend	Count	512	229	741
		% within Age	97,2%	96,2%	
Total		Count	527	238	765

Percentages and totals are based on respondents.

Source: own research.

Differences have been discovered also in the case of day times when consumers prefer to drink wine. Vast majority of respondents have claimed to drink wine during the evening and at night, however, in the case of wine consumption during the lunch time the Generation X is in the lead. 16 % of Gen Xers claimed to drink wine during the lunch time, while in the case of the Generation Y it was only 7 % of respondents (see the table 5.28).

Table 5.28: Preferred wine drinking times versus age – crosstabulation.

$Q8_During_which_times_of_the_day_do_you_drink_wine * Age Crosstabulation

			Age		
			Gen Y	Gen X	Total
Wine drinking times	in the morning	Count	2	2	4
		% within Age	0,4%	0,8%	
	in the lunch time	Count	35	39	74
		% within Age	6,6%	16,4%	
	in the afternoon	Count	132	67	199
		% within Age	25,0%	28,2%	
	in the evening and at night	Count	521	230	751
		% within Age	98,9%	96,6%	
Total		Count	527	238	765

Percentages and totals are based on respondents.

Source: own research.

5.6.2 Preferred Wine Drinking Times versus Country

When looking at the wine drinking times and comparing the countries, significant differences appeared. Czech consumers have claimed to drink wine during the work days (Monday – Friday) more than the German ones. On the other hand, Germans drink wine more during the lunch time than Czechs. Vice versa, 34 % of Czech consumers have claimed to drink wine during the afternoon, while in Germany the percentage is significantly lower (16 %) (see the tables 5.29 and 5.30).

Table 5.29: Preferred wine drinking days versus country – crosstabulation.

$Q7_When_do_you_drink_wine * Country Crosstabulation

		Country		Total
		The Czech Republic	Germany	
monday - thursday	Count	173	124	297
	% within Country	41,5%	35,6%	
friday	Count	287	198	485
	% within Country	68,8%	56,9%	
weekend	Count	398	343	741
	% within Country	95,4%	98,6%	
Total	Count	417	348	765

Percentages and totals are based on respondents.

Source own research.

Table 5.30: Preferred wine drinking times versus country – crosstabulation.

$Q8_During_which_times_of_the_day_do_you_drink_wine * Country Crosstabulation

		Country		Total
		The Czech Republic	Germany	
in the morning	Count	3	1	4
	% within Country	0,7%	0,3%	
in the lunch time	Count	33	41	74
	% within Country	7,9%	11,8%	
in the afternoon	Count	143	56	199
	% within Country	34,3%	16,1%	
in the evening and at night	Count	406	345	751
	% within Country	97,4%	99,1%	
Total	Count	417	348	765

Percentages and totals are based on respondents.

Source: own research.

5.6.3 Drinking Wine with Meal

The question number nine aimed to discover how much of the total wine consumption do the consumers drink with meal. The respondents were supposed to estimate a value in percent. The Chi-square test has been utilized in order to discover the existence of statistically significant differences between the generations and countries. However, 46,8 % (> 20 %) of

cells have expected count less than 5, therefore the Fisher´s exact test has been made as well. The level of significance has amounted 0,003 (< 0,05) and has proved the existence of significant differences between the two examined countries (see the table 5.31).

Table 5.31: Wine consumption with meal – Chi-square test and Fisher´s exact test.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)		
				Significance	99% Confidence Interval	
					Lower Bound	Upper Bound
Pearson Chi-Square	51,690[a]	30	,008	,003	,001	,004
Fisher's Exact Test	50,274			,003	,002	,005
N of Valid Cases	765					

a. 29 cells (46,8%) have expected count less than 5. The minimum expected count is ,45.

Source: own research.

While nearly half of Czech consumers (48 %) drink with meal less than 25 % of their overall wine consumption, in Germany it was only 30 % of respondents who claimed to drink with meal less than 25 % of the wine consumption. When we look at the cumulative percentage, 80 % of the Czech consumers drink with meal less than half of their wine consumption, while in Germany it is only 60 % of consumers (see the annex C table 10). One factor which might influence the differences between the wine consumption with meal in these two countries, might be the maximum blood alcohol content for driving vehicles. While in the Czech Republic the tolerance is 0,0 g/ l, in Germany the tolerance is 0,5 g/ l for experienced drivers (those who own driving license more than two years and are older than 21 years) (European Commission, 2016). This might be one of the reasons why Germans drink more wine with meal than Czech people. In the terms of age, no statistically significant differences have been found.

5.7 Consumers´ Attitudes towards Wine

In order to reveal the attitudes of consumers towards wine consumption, a set of ten statements was included in the questionnaire. The respondents were supposed to express their level of agreement with each statement on a scale from 1 to 7, where 1 means *I fully disagree* and 7 means *I fully agree.* However, it is necessary to consider that each respondent can perceive the levels of the scale differently.

To split the consumers into groups based on their answers a cluster analysis (Ward Linkage) has been utilized. Based on the subjective perception of differences between the coefficients it was considered appropriate to divide the respondents into two clusters. As next, an ANOVA table has been made in order to discover the existence of statistically significant differences between the clusters. As shown in the table 5.32, all factors but one had the level of significance lower than 0,05 which means there exist statistically significant differences between the clusters.

Table 5.32: Consumers´ attitudes towards wine – ANOVA test.

ANOVA

	Cluster		Error			
	Mean Square	df	Mean Square	df	F	Sig.
I drink wine primarily because of its taste/color/scent	152,419	1	1,078	763	141,429	,000
I associate wine consumption with formal occasions	27,329	1	1,362	763	20,068	,000
Wine drinking consumers have higher social status	104,014	1	1,263	763	82,343	,000
I often drink wine because others drink it too	323,098	1	,966	763	334,626	,000
I would never drink wine alone	782,746	1	1,104	763	709,002	,000
I like to try new kinds of wine	171,050	1	1,325	763	129,049	,000
One must be an expert to recognize good wine	28,713	1	1,169	763	24,560	,000
The price of the wine depends on its quality	7,128	1	1,141	763	6,246	,013
It is possible to buy a quality wine at a low price	13,563	1	1,105	763	12,270	,000
I always drink only quality wine	1,648	1	1,210	763	1,361	,244

Source: own research.

The discovered differences can be seen in the table 5.33. Consumers in cluster number one enjoy wine consumption and they drink wine mostly because of its taste, color or scent and they also like to try new kinds of wine. These consumers are not dependent on others when they consume wine and they do not mind about drinking wine alone. If we use the McKinna´s

(1987) segmentation described in the first chapter, these consumers match the most with the profile of *Connaisseurs.* On the other hand, the consumers from cluster number two could be described as *Beverage wine drinkers* as they rather stick to their favorite wine varieties and they do not like to try new wines very much. They also do not drink wine alone and they sometimes might drink wine just because other people drink it too.

Table 5.33: Consumers´ attitudes towards wine – cluster comparison.

Report

Mean

	Cluster Number of Case		
	Connaisseurs	Beverage wine drinkers	Total
I drink wine primarily because of its taste/color/scent	4,269	3,289	3,980
I associate wine consumption with formal occasions	3,030	3,444	3,152
Wine drinking consumers have higher social status	2,080	2,889	2,318
I often drink wine because others drink it too	1,498	2,924	1,918
I would never drink wine alone	1,900	4,120	2,553
I like to try new kinds of wine	3,900	2,862	3,595
One must be an expert to recognize good wine	2,748	3,173	2,873
The price of the wine depends on its quality	2,948	3,160	3,010
It is possible to buy a quality wine at a low price	3,217	2,924	3,131
I always drink only quality wine	2,857	2,756	2,827

Source: own research.

The cluster analysis could be used for further testing and comparison of consumer behavior between the two clusters. However, as this is not the main goal of the research paper, the differences are not going to be further examined.

5.8 Consumer Preferences

Several questions regarding the consumer preferences were included in the questionnaire. The consumers were asked about their preference for a wine origin, their willingness to pay for a bottle of wine, their knowledge about wine and taking a part in special events related to wine such as wine festivals, wine tasting etc.

5.8.1 Preferences for Wine Origin

The preference for wine origin has been examined and statistically significant differences have been discovered between the countries (sig. = 0,00 < 0,05) (see the table 5.34). While Czechs mostly prefer wine of domestic origin (43 % of respondents), in Germany it was only 24 % of respondents. Vice versa, 18 % of Germans mostly prefer wine with foreign origin, while in the Czech Republic the percentage is much lower (only 4 %) (see the table 5.35). In the case of generations, the Chi-square test has not revealed any statistically significant differences between the Generation Y and the Generation X in terms of preference for wine origin (see the table 5.36).

Table 5.34: Preference for wine origin versus country – Chi-square test.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	64,406[a]	5	,000
N of Valid Cases	765		

a. 2 cells (16,7%) have expected count less than 5. The minimum expected count is 3,18.

Source: own research.

Table 5.35: Preference for wine origin versus country – crosstabulation.

Q13_Do you prefer domestic or foreign wine? * Country Crosstabulation

		Country		
		The Czech Republic	Germany	Total
Only domestic wine	Count	18	18	36
	% within Country	4,3%	5,2%	4,7%
Mostly domestic wine	Count	180	85	265
	% within Country	43,2%	24,4%	34,6%
Equally domestic and foreign wine	Count	109	93	202
	% within Country	26,1%	26,7%	26,4%
Mostly foreign wine	Count	15	64	79
	% within Country	3,6%	18,4%	10,3%
Only foreign wine	Count	1	6	7
	% within Country	0,2%	1,7%	0,9%
I am not interested whether the wine has domestic or foreign origin	Count	94	82	176
	% within Country	22,5%	23,6%	23,0%
Total	Count	417	348	765
	% within Country	100,0%	100,0%	100,0%

Source: own research.

Table 5.36: Preference for wine origin versus age – Chi-square test.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6,026[a]	5	,304
N of Valid Cases	765		

a. 2 cells (16,7%) have expected count less than 5. The minimum expected count is 2,18.

Source: own research.

5.8.2 Willingness to Pay for a Bottle of Wine

In order to analyze the willingness of consumers to pay for a bottle of wine, the respondents have been segmented into three categories based on the amount of money they are willing to spend for a bottle of wine (0,75 l). The question has been divided into two parts due to the different prices of wine in retail and in restaurants. Consumers who are willing to

pay less than 100 CZK / 5 EUR in retail and less than 200 CZK / 15 EUR in a restaurant were labeled as low spenders. Consumers who spend 100 – 300 CZK / 5 – 15 EUR in the retail and 200 – 700 CZK / 15 – 40 EUR in a restaurant were labeled as moderate spenders. Consumers who are willing to spend more than 300 CZK / 15 EUR in retail and more than 700 CZK / 40 EUR in a restaurant were labeled as high spenders. Furthermore, the Chi-square test has been utilized in order to examine the existence of statistically significant differences between the generations and countries.

In the case of retail purchase and generational comparison, the Chi-square test has revealed statistically significant differences as the level of significance was 0,022 (< 0,05) and both conditions has been fulfilled i.e. 0 % (< 20 %) of cells have expected count less than 5 and simultaneously the minimum expected count is 12,44 (> 1) (see the table 5.37). As shown in the figure 5.4, majority of the respondents belong to the category of moderate spenders (81 % of Gen Xers and 72 % of Gen Yers). The differences can be seen also in the low spending category, while 23 % of the Generation Y are low spenders, in the case of the Generation X it is only 15 %. In the case of high spending category, the percentage is slightly higher in the case of Gen Yers. In the case of purchase in a restaurant, the Chi-square test has not revealed any statistically significant differences as the level of significance was 0,136 (> 0,05).

Table 5.37: Willingness to pay for a bottle of wine in retail versus age – Chi-square test.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7,674[a]	2	,022
N of Valid Cases	765		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 12,44.

Source: own research.

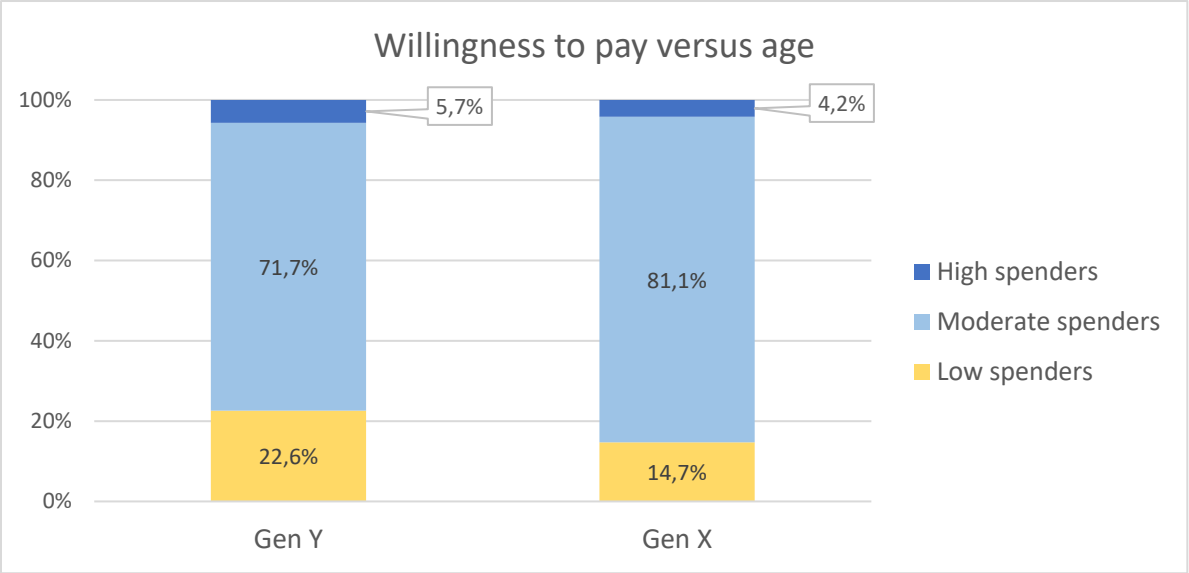

Figure 5.4: Willingness to pay for a bottle of wine in retail versus age.

Source: own research.

The same statistical test has been utilized in the comparison between the countries. In the case of retail purchase, the level of significance was 0,003 (< 0,05) simultaneously, both conditions were fulfilled as 0 % (< 20 %) of cells have expected count less than 5 and the minimum expected count is 18,20 (> 1) (see the table 5.38). This has proved the existence of statistically significant differences between the Czech Republic and Germany. The figure 5.5 describes the revealed differences in detail. While nearly 80 % of Czech consumers belong to the category of moderate spenders, in the case of German consumers it is 70 %. However, in the low spending category there are more German than Czech consumers as well as in the case of high spending category.

Table 5.38: Willingness to pay for a bottle of wine in retail versus country – Chi-square test.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11,810[a]	2	,003
N of Valid Cases	765		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 18,20.

Source: own research.

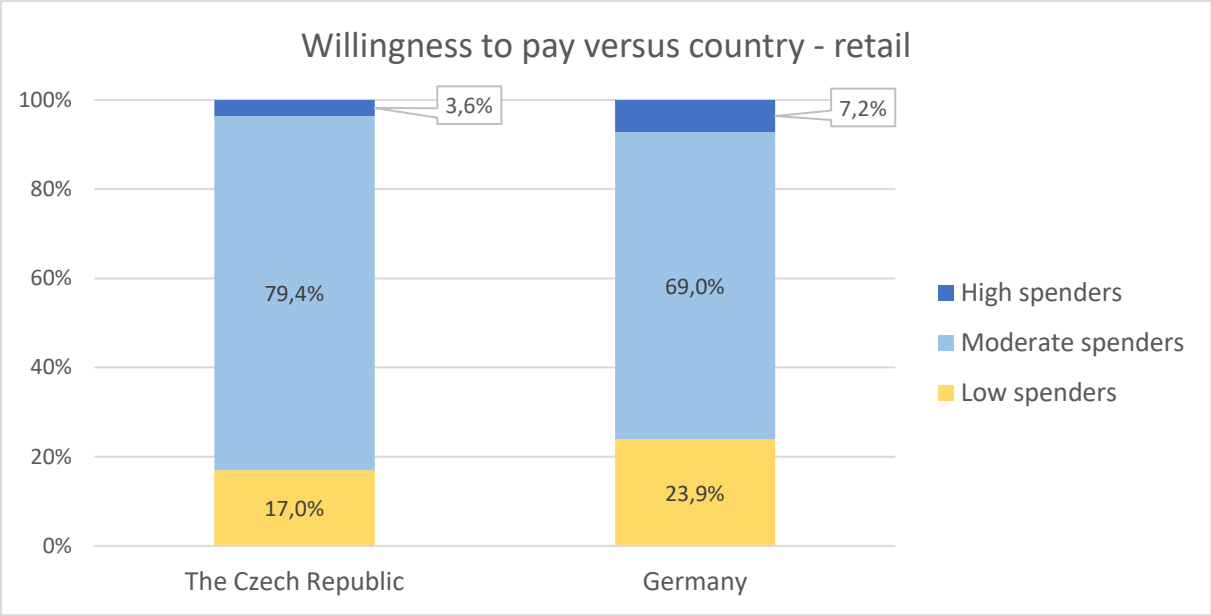

Figure 5.5: Willingness to pay for a bottle of wine in retail versus country.

Source: own research.

When comparing the willingness to spend money for a bottle of wine in a restaurant between the countries, the results have turned out to be slightly different. The Chi-square test has shown the level of significance 0,027 (< 0,05) (see the table 5.39) and has proved the existence of significant differences. While in the case of retail, vast majority of Czech consumers belong to the moderate spending group, in the case of order in a restaurant, more Czechs ranked as low-spenders (43 %). The number of Germans belonging to the low spending category is also higher than before (see the figure 5.6).

Table 5.39: Willingness to pay for a bottle of wine in a restaurant versus country – Chi-square test.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7,193[a]	2	,027
N of Valid Cases	765		

a. 1 cells (16,7%) have expected count less than 5. The minimum expected count is 4,55.

Source: own research.

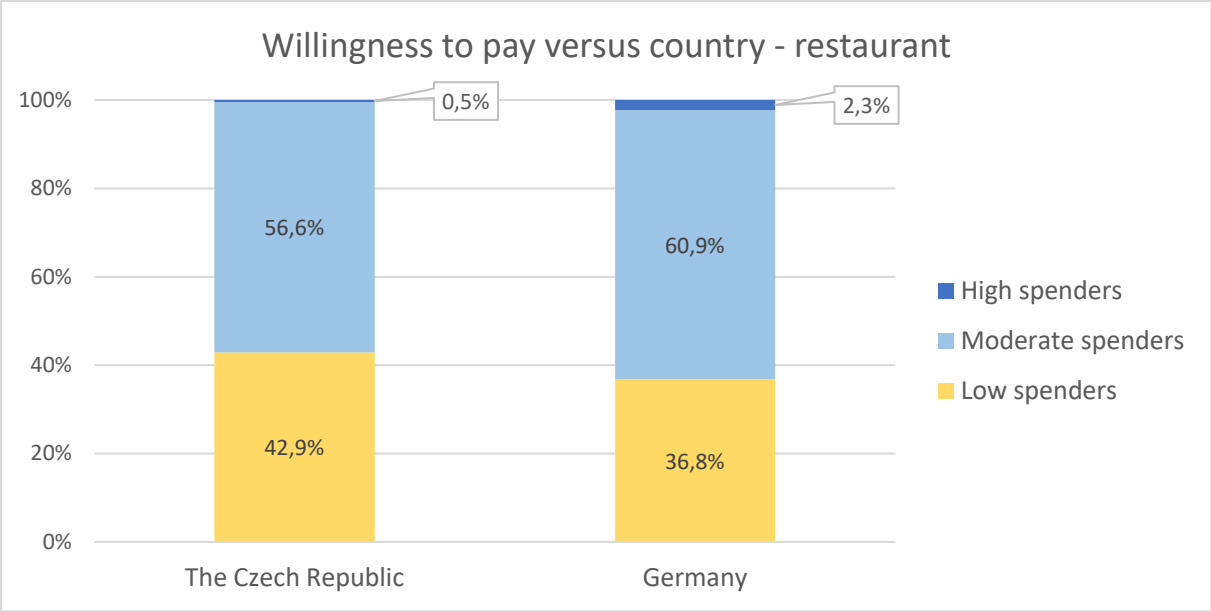

Figure 5.6: Willingness to pay for a bottle of wine in restaurant versus country.

Source: own research.

5.8.3 Participation in Special Wine events

When comparing the Generation Y and Generation X and their habits in participating on special wine events, differences have been revealed. It has been uncovered that the Generation Y participates more often in wine related events than their predecessors from the Generation X. While 52 % of Gen Xers stated that they do not participate in such events, in the case of the Generation Y the number was lower (45 % of respondents). The differences have been found also in terms of preference for particular events. While Gen Yers prefer the most wine festivals (33 % of respondents), the Generation X shows greater interest in wine tasting (see the table 5.40).

Table 5.40: Participation in special wine events versus age – crosstabulation.

$Q16_Participation_on_special_wine_events * Age Crosstabulation

		Age		
		Gen Y	Gen X	Total
No, I do not participate	Count	238	124	362
	% within Age	45,4%	52,1%	
Wine festivals	Count	173	45	218
	% within Age	33,0%	18,9%	
Educational courses	Count	2	3	5
	% within Age	0,4%	1,3%	
Wine tasting	Count	154	79	233
	% within Age	29,4%	33,2%	
Wine hikes	Count	27	12	39
	% within Age	5,2%	5,0%	
Wine harvest festivals	Count	98	46	144
	% within Age	18,7%	19,3%	
Other	Count	1	2	3
	% within Age	0,2%	0,8%	
Total	Count	524	238	762

Percentages and totals are based on respondents.

Source: own research.

Differences have been discovered also when comparing the countries. The data has shown that Germans participate in the events more than Czechs. And while Germans strongly prefer wine festivals and wine tasting, in the Czech Republic wine harvest festivals are also very popular (see the table 5.41).

Table 5.41: Participation in special wine events versus age – crosstabulation.

$Q16_Participation_on_special_wine_events*Country Crosstabulation

		Country		
		The Czech Republic	Germany	Total
No, I do not participate	Count	210	152	362
	% within Country	50,7%	43,7%	
Wine festivals	Count	57	161	218
	% within Country	13,8%	46,3%	
Educational courses	Count	3	2	5
	% within Country	0,7%	0,6%	
Wine tasting	Count	118	115	233
	% within Country	28,5%	33,0%	
Wine hikes	Count	24	15	39
	% within Country	5,8%	4,3%	
Wine harvest festivals	Count	123	21	144
	% within Country	29,7%	6,0%	
Other	Count	3	0	3
	% within Country	0,7%	0,0%	
Total	Count	414	348	762

Percentages and totals are based on respondents.

Source: own research.

6 Recommendations

In this chapter recommendations regarding the course of action the wine producers or marketers should take in order to efficiently reach both generations and encourage the wine consumption will be given.

The analysis has proved the fact that the Generation Y drinks wine less often than their predecessors from the Generation X. Gen Yers tend to drink wine more during personal or informal occasions rather than during formal events and the most common place for wine drinking is home. Unlike Gen Xers, the younger generation shows greater interest in consuming wine publicly in a bar or in a pub and drinks wine the most often with friends. They also do not mind consuming wine during the week, on the other hand, when it comes to the wine drinking times, Gen Yers stick to drinking in the evening and at night more than the older generation which shows higher interest in consuming wine also during the afternoon or lunch time. Based on that, the author would recommend to emphasis the natural and preferred environment of wine drinking in the promoting activities as it can attract the younger generation more than connecting the wine consumption with formal occasions. A good way to promote the wine consumption or wine itself could be social media as the young generation is very active there and use them on a daily basis. The wine producers and marketers should incorporate communication on Facebook, Instagram, Twitter, Snapchat and other social media as they are a part of young consumers´ lifestyle and strong influencing factor of consumer behavior.

Furthermore, it has been discovered that the Generation Y participates more often in wine related events than the Generation X. Therefore, these events could be a good chance to engage more with the consumers of both generations. Nowadays, such events are usually limited to the wine growing regions or bigger cities. This might be a possible gap on the market and it can represent an opportunity for the wine producers or marketers how to attract consumers from other regions, increase the awareness of wine and its consumption and bring highly loyal consumers. To promote this events among the young generation the social media may be utilized. However, to attract the older generation printed media such as leaflets or posters distributed locally seem to be a good option. This kind of event can be organized also in cooperation with local restaurants or other companies or facilities, which brings an advantage of the local market knowledge the wine producer lacks and ease the access to the end consumers.

Unlike the Generation Y, nearly half of the older generation drink wine at least once a week. They drink wine mostly during personal occasions and their partner is the most preferred company for drinking wine. Gen Xers drink wine the most often at home and show low interest in consuming wine publicly in a bar or in a pub. However, they drink wine more often during the lunch time than their successors from the Generation Y. When it comes to participation in wine related events, Gen Xers are interested the most in wine tasting. Therefore, this might be an opportunity for wine producers or maybe for restaurants to connect the dinner in the restaurant with wine tasting. Such events could attract the local consumers even from different than wine growing regions. This can be a way to establish close relationship with the end customers and encourage their consumption and loyalty through some special offers. However, it would be appropriate to conduct further research to discover the consumers´ interest in such events in the particular place.

When looking at the differences between the two examined countries, Germans show higher interest in drinking wine publicly in a restaurant, in a bar or in a pub than Czech consumers. They also drink more wine with meal than Czechs. As mentioned in the previous chapter, this could be due to the maximum blood alcohol content for driving vehicles. While in the Czech Republic the tolerance is 0,0 g/ l, in Germany the tolerance is 0,5 g/ l. However, there might be other reasons as well. One of them can be the immaturity of the Czech consumers in terms of drinking wine with meal. The consumers just might not know what kind of wine to drink with the specific meal and how to combine the taste of the meal with the wine. To increase the maturity of the market, the wine tasting combined with a dinner in a restaurant should be a good way.

When it comes to the preference for wine origin, half of the Czech consumers mostly prefer the domestic wines. This is a good signal for Czech wine producers to take an action and try to establish closer relationship with the end customers and encourage the consumption. On the other hand, German consumers have shown also quite high interest in drinking foreign wines, thus the distribution channels should react on that and offer wide range of both domestic and foreign wines. The author advices to follow the trend of offering wine from non-traditional wine countries as these wines might attract the segment of *Connaisseurs* who like to try new wine varieties.

7 Conclusion

The main goal of this research paper was to investigate differences in consumer behavior between the Generation Y and the Generation X on the Czech and German wine market. The research focused mainly on the occasions for wine drinking, places where consumers prefer to drink wine and reference groups for wine drinking. Due to the lack of suitable secondary data a primary research in the form of internet survey was conducted. Two versions of the questionnaire were created in order to gather responses from both Czech and German wine consumers.

The analysis has proved the insights obtained from the literature review regarding the wine consumption frequency. The data has revealed that Gen Yers drink wine less often than their predecessors from the Generation X. Therefore, it is necessary to take an action in order to encourage the wine consumption among the younger generation, as their market potential is large as well as their buying power. The analysis has shown also lower consumption frequency in Germany than in the Czech Republic. In other cases, the null hypothesis assuming no significant differences between the age cohorts and countries has been tested. The data has revealed statistically significant differences in consumer behavior between the Generation Y and the Generation X and between the Czech and German wine consumers. Gen Yers have shown higher interest in consuming wine publicly in a bar or in a pub than their older counterparts. They also participate more often in wine related events such as wine festivals or harvest festivals.

The analysis has revealed statistically significant differences also between the two examined countries i.e. the Czech Republic and Germany. There were more Germans who have claimed not to drink wine at all and also the frequency of consumption is significantly lower in Germany than in the Czech Republic. However, German consumers have shown higher interest in consuming wine publicly in a restaurant or in a bar or in a pub than their neighbors from the Czech Republic. They also more prefer foreign wines than Czechs. Vice versa, Czech consumers turned out to be loyal to the domestic wines and they show higher consumption of wine at home than Germans.

As a result of the analysis, recommendations regarding the course of action the wine producers and marketers should take in order to attract consumers of both examined generations and markets were given. With regards to the future research, investigating the triggers and influencing factors of particular behavior might be worth, as this research does

not cover all aspects of consumer behavior. It could also be interesting to extend the research to other age cohorts to gain more complex overview of the market. Furthermore, similar research could be conducted in order to examine the consumer behavior in different industries or different countries.

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List of Abbreviations

AD – anno domini

AMA – American Marketing Association

CZK – Czech Koruna

CZSO – Czech Statistical Office

et al. - et alia (and others)

etc. – et cetera

EU – European Union

EUR – Euro

g – grams

ha – hectare

hl – hectoliter

i.e. – in other words, that is (to say)

l – liter

OIV - The International Organisation of Vine and Wine

Sig. – Significance

UK – The United Kingdom

USA – The United States of America

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Herewith I declare that

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Julie Horáková

Student's name and surname

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Annex A: Questionnaire for the Czech Market

Dotazník

Vážený respondente,

ráda bych Vás požádala o vyplnění dotazníku, který bude sloužit pro účely mé diplomové práce. Jsem studentkou 5. ročníku oboru marketing a obchod na Vysoké škole báňské – Technické univerzitě Ostrava. Ve své diplomové práci se zabývám mezigeneračním srovnáním spotřebitelského chování na trhu s vínem v České Republice a Německu. Vaše odpovědi jsou zcela anonymní a budou sloužit pouze pro potřeby výzkumu v mé diplomové práci. Vyplnění dotazníku Vám zabere přibližně 10 minut. Předem Vám velmi děkuji za Vaši ochotu a za Váš čas strávený vyplněním tohoto dotazníku.

Bc. Julie Horáková

Pokud není uvedeno jinak, vyberte, prosím, ***pouze jednu*** *odpověď, případně odpověď doplňte.*

1. **Pijete víno?**
    1. ANO
    2. NE *(Pokud zvolíte tuto možnost, přejděte, prosím, k otázce číslo 17.)*

2. **Jak často pijete víno?**
    1. Alespoň 1 x týdně
    2. Přibližně 1 – 2 x měsíčně
    3. Přibližně 1 – 2 x za půl roku
    4. Méně často

3. **Uveďte, kde konzumujete víno.** *Uveďte, prosím, všechny možnosti.*
    1. Doma (vlastní domácnost, případně na návštěvě)
    2. V restauraci
    3. V hospodě/baru
    4. Venku (např. piknik, venkovní posezení)
    5. Ve vinotéce
    6. Ve vinném sklípku

4. **Uveďte, kde konzumujete víno nejčastěji.** *Zakroužkujte pouze jednu možnost.*
    1. Doma (vlastní domácnost, případně na návštěvě)
    2. V restauraci
    3. V hospodě/baru
    4. Venku (např. piknik, venkovní posezení)
    5. Ve vinotéce
    6. Ve vinném sklípku

5. **Uveďte, při jakých příležitostech konzumujete víno.** *Zakroužkujte všechny možnosti.*
    1. Formální společenské akce (např. recepce, raut, obchodní jednání, ples)
    2. Neformální společenské akce (např. party, oslava narozenin, Silvestr)
    3. Osobní příležitosti (např. dovolená, romantické chvíle, volný víkend)

6. **Uveďte, při jaké příležitosti konzumujete víno nejčastěji.** *Zakroužkujte pouze jednu možnost.*
    1. Formální společenské akce (např. recepce, raut, obchodní jednání, ples)
    2. Neformální společenské akce (např. party, oslava narozenin, Silvestr)
    3. Osobní příležitosti (např. dovolená, romantické chvíle, volný víkend)

7. **Kdy konzumujete víno?** *Uveďte, prosím, všechny možnosti.*
    1. Pondělí - čtvrtek
    2. Pátek
    3. Víkend

8. **V kterou denní dobu konzumujete víno?** *Uveďte, prosím, všechny možnosti.*
    1. Ráno nebo dopoledne
    2. V době oběda
    3. Odpoledne
    4. Večer a v noci

9. **Odhadněte, kolik procent Vaší celkové konzumace vína konzumujete spolu s jídlem.** Vepište, prosím, hodnotu v procentech.

    ……

10. **Uveďte, s kým konzumujete víno.** *Uveďte, prosím, všechny možnosti.*
    1. Sám/sama
    2. S partnerem/ manželem (manželkou)
    3. S rodinou a příbuznými
    4. S přáteli
    5. S kolegy z práce

11. **Uveďte, s kým konzumujete víno nejčastěji.** *Zakroužkujte pouze jednu možnost.*
    1. Sám/sama
    2. S partnerem/ manželem (manželkou)
    3. S rodinou a příbuznými
    4. S přáteli
    5. S kolegy z práce

12. Ohodnoťte, nakolik souhlasíte s danými tvrzeními. *V každém řádku zakroužkujte, prosím, pouze jednu odpověď.*
(1 – zcela nesouhlasím; 5 – zcela souhlasím)

1. Víno konzumuji především pro jeho chuť/ barvu/ vůni	**1**	**2**	**3**	**4**	**5**
2. Konzumaci vína mám spojenou se slavnostními příležitostmi	**1**	**2**	**3**	**4**	**5**
3. Víno pijí spotřebitelé s vyšším sociálním statusem	**1**	**2**	**3**	**4**	**5**
4. Často konzumuji víno proto, že ho konzumují ostatní	**1**	**2**	**3**	**4**	**5**
5. Nikdy bych nepil(a) víno sám/ sama	**1**	**2**	**3**	**4**	**5**
6. Rád(a) zkouším nové druhy vína	**1**	**2**	**3**	**4**	**5**
7. Člověk musí být odborník, aby poznal dobré víno	**1**	**2**	**3**	**4**	**5**
8. Cena vína se odvíjí od jeho kvality	**1**	**2**	**3**	**4**	**5**
9. Kvalitní víno se dá koupit i za nízkou cenu	**1**	**2**	**3**	**4**	**5**
10. Vždy konzumuji pouze kvalitní vína	**1**	**2**	**3**	**4**	**5**

13. Preferujete při konzumaci tuzemská vína, nebo zahraniční vína?

1. Pouze tuzemská vína
2. Převážně tuzemský vína
3. Stejnou měrou tuzemská i zahraniční vína
4. Převážně zahraniční vína
5. Pouze zahraniční vína
6. Nezajímám se o to, zda je víno tuzemské nebo zahraničního původu.

14. Jakou částku jste ochotni zaplatit za láhev vína 0,75l, pokud víno nakupujete pro osobní spotřebu?

nákup v maloobchodě	**v restauraci**
1. Do 50 Kč	1. Do 100 Kč
2. 51 – 100 Kč	2. 101 – 200 Kč
3. 101 – 150 Kč	3. 201 – 300 Kč
4. 151 – 200 Kč	4. 301 – 500 Kč
5. 201 – 300 Kč	5. 501 – 700 Kč
6. 301 – 400 Kč	6. 701 – 1000 Kč
7. Nad 400 Kč	7. Nad 1000 Kč

15. Zúčastňujete se speciálních vinařských akcí? *Uveďte všechny možnosti, případně doplňte.*

1. Festivaly vína
2. Vzdělávací kurzy
3. Degustace
4. Vinné pochody
5. Vinobraní
6. Jiné: …….
7. Ne, podobných akcí se nezúčastňuji

16. **Ohodnoťte Vaši znalost v oblasti vína.** *Odpověď, prosím, zakroužkujte*.
(1 – jsem pouhým spotřebitelem vína, 7 – o víno se intenzivně zajímám)

1 2 3 4 5 6 7

Identifikační otázky

17. **Pohlaví**
    1. Muž
    2. Žena

18. **Do jaké věkové skupiny patříte?**
    1. Do 21 let
    2. 21 – 28 let
    3. 29 – 36 let
    4. 37 – 44 let
    5. 45 – 52 let
    6. Nad 52 let

19. **Jaké je Vaše nejvyšší dosažené vzdělání?**
    1. Základní
    2. Vyučen
    3. Středoškolské
    4. Vysokoškolské

20. **Jaký je Váš sociální status?**
    1. Student
    2. Zaměstnanec (převážně manuální práce)
    3. Zaměstnanec (převážně duševní práce)
    4. Nezaměstnaný
    5. OSVČ
    6. Mateřská dovolená/ V domácnosti
    7. Důchodce

21. **Jaký je Váš čistý osobní měsíční příjem?** *Včetně kapesného, výživného, sociálních transferů apod.*
    1. Do 8000 Kč
    2. 8001 – 16 000 Kč
    3. 16 001 – 24 000 Kč
    4. 24 001 – 32 000 Kč
    5. 32 001 – 40 000 Kč
    6. Více než 40 000 Kč
    7. Nespecifikováno

22. V jakém kraji žijete?

1. Hlavní město Praha
2. Středočeský kraj
3. Jihočeský kraj
4. Plzeňský kraj
5. Karlovarský kraj
6. Ústecký kraj
7. Liberecký kraj
8. Královéhradecký kraj
9. Pardubický kraj
10. Kraj Vysočina
11. Jihomoravský kraj
12. Olomoucký kraj
13. Zlínský kraj
14. Moravskoslezský kraj

Annex B: Questionnaire for the German market

Fragebogen

Sehr geehrte Teilnehmerinnen und Teilnehmer,

ich würde mich sehr freuen, wenn Sie sich bereiterklären würden, an meiner Umfrage teilzunehmen. Im Rahmen meiner Masterarbeit im Studienfach Marketing und Business an der TU Ostrava, beschäftige ich mich mit dem Vergleich des generationsübergreifenden Verbraucherverhaltens auf dem Weinmarkt in der Tschechischen Republik und in Deutschland. Ihre Antworten dienen ausschließlich wissenschaftlichen Zwecken und Ihre Daten werden absolut vertraulich und anonym behandelt. Das Ausfüllen des Fragebogens wird ca. 5 Minuten dauern. Ich bedanke mich im Voraus für Ihre Bereitschaft und für Ihre Zeit.

Julie Horáková

*Falls nicht anders angeführt, wählen Sie bitte **nur eine Antwort** aus, bzw. ergänzen Sie die Antwort.*

23. Trinken Sie Wein?

1. JA
2. NEIN *(Falls Sie diese Möglichkeit wählen, gehen Sie bitte zur Frage Nr. 17 über.)*

24. Wie oft trinken Sie Wein?

1. Mindestens einmal pro Woche
2. Ungefähr einmal bis zweimal pro Monat
3. Ungefähr einmal bis zweimal pro Halbjahr
4. Weniger oft

25. Führen Sie an, wo Sie Wein trinken. *Führen Sie alle Möglichkeiten an.*

1. Zu Hause
2. Im Restaurant
3. In der Kneipe/ Bar
4. Draußen (z.B.: Picknick)
5. In der Vinothek
6. Beim Winzer

26. Führen Sie an, wo Sie Wein am häufigsten trinken. *Kreisen Sie nur eine Möglichkeit ein.*

1. Zu Hause
2. Im Restaurant
3. In der Kneipe/ Bar
4. Draußen (z.B.: Picknick)
5. In der Vinothek
6. Beim Winzer

27. Führen Sie an, bei welcher Gelegenheit Sie Wein konsumieren. *Führen Sie alle Möglichkeiten an.*

1. Formelle Gesellschaftsereignisse (z.B.: Stehempfang, Geschäftsverhandlung)
2. Informelle Gesellschaftsereignisse (z.B.: Party, Geburtstagsfeier, Silvester)
3. Persönliche Gelegenheiten (z.B.: Urlaub, romantische Momente, ein freies Wochenende)

28. **Führen Sie an, bei welcher Gelegenheit Sie Wein am häufigsten konsumieren.** *Kreisen Sie nur eine Möglichkeit ein.*
    1. Formelle Gesellschaftsereignisse (z.B.: Stehempfang, Geschäftsverhandlung)
    2. Informelle Gesellschaftsereignisse (z.B.: Party, Geburtstagsfeier, Silvester)
    3. Persönliche Gelegenheiten (z.B.: Urlaub, romantische Momente, freies Wochenende)

29. **Wann trinken Sie Wein?** *Führen Sie alle Möglichkeiten an.*
    1. Montag – Donnerstag
    2. Freitag
    3. Wochenende

30. **Zu welcher Tageszeit trinken Sie Wein?** *Führen Sie alle Möglichkeiten an.*
    1. Am Morgen und am Vormittag
    2. In der Mittagszeit
    3. Am Nachmittag
    4. Am Abend und in der Nacht

31. **Schätzen Sie, wie viel Prozent Ihres gesamten Weinkonsums Sie zusammen mit einem Essen konsumieren.** *Schreiben Sie bitte den Wert in Prozenten.*

    1. **……**

32. **Führen Sie an, mit wem Sie Wein trinken.** *Führen Sie alle Möglichkeiten an.*
    1. Allein
    2. Mit Partner/in; Ehemann/Ehefrau
    3. Mit der Familie oder mit Verwandten
    4. Mit Freunden
    5. Mit Arbeitskollegen

33. **Führen Sie an, mit wem Sie Wein am häufigsten trinken.** *Kreisen Sie nur eine Möglichkeit ein.*
    1. Allein
    2. Mit Partner/in; Ehemann/Ehefrau
    3. Mit der Familie oder mit Verwandten
    4. Mit Freunden
    5. Mit Arbeitskollegen

34. Schätzen Sie, inwieweit Sie den Aussagen zustimmen. *In jeder Zeile nur eine Antwort einkreisen.*
(1 – ich stimme gar nicht zu; 5 – ich stimme völlig zu)

1.	Ich trinke Wein wegen seines Geschmacks/ Farbe/ Aroma	**1**	**2**	**3**	**4**	**5**
2.	Weinkonsum verbinde ich mit gesellschaftlichen Veranstaltungen	**1**	**2**	**3**	**4**	**5**
3.	Wein trinken die Verbraucher mit höherem sozialen Status	**1**	**2**	**3**	**4**	**5**
4.	Wein trinke ich oft, weil ihn die Anderen trinken	**1**	**2**	**3**	**4**	**5**
5.	Ich würde Wein nie allein trinken	**1**	**2**	**3**	**4**	**5**
6.	Ich probiere gern neue Weinsorten	**1**	**2**	**3**	**4**	**5**
7.	Man muss ein Fachmann sein, um guten Wein zu erkennen	**1**	**2**	**3**	**4**	**5**
8.	Der Preis des Weines hängt von seiner Qualität ab	**1**	**2**	**3**	**4**	**5**
9.	Hochwertigen Wein kann man für niedrige Preise kaufen	**1**	**2**	**3**	**4**	**5**
10.	Ich trinke immer nur hochwertige Weine	**1**	**2**	**3**	**4**	**5**

35. Bevorzugen Sie beim Weinkonsum eher inländische oder ausländische Weine?

1. Nur inländische Weine
2. Überwiegend inländische Weine
3. In gleichem Maße inländische und ausländische Weine
4. Überwiegend ausländische Weine
5. Nur ausländische Weine
6. Es interessiert mich nicht, ob Wein eine inländische oder ausländische Herkunft hat.

36. Welche Summe sind Sie bereit für eine Flasche Wein (0,75 L) zu zahlen, falls Sie Wein für den persönlichen Verbrauch einkaufen?

Einkauf im Einzelhandel

1. Bis 3 Euro
2. 3 – 5 Euro
3. 5 – 7 Euro
4. 7 – 10 Euro
5. 10 – 15 Euro
6. 15 – 20 Euro
7. Mehr als 20 Euro

im Restaurant

1. Bis 10 Euro
2. 10 – 15 Euro
3. 16 – 20 Euro
4. 21 – 30 Euro
5. 31 – 40 Euro
6. 41 – 50 Euro
7. Mehr als 50 Euro

37. Nehmen Sie an speziellen Weinveranstaltungen teil? *Führen Sie alle Möglichkeiten an, beziehungsweise ergänzen Sie.*

1. Weinfeste
2. Bildungskurse
3. Weinproben
4. Weinwanderungen
5. Weinlesen
6. Nein, Ich nehme nicht daran teil
7. Andere: ……

38. **Schätzen Sie Ihre Kenntnis ein, wenn es um Wein geht.** *Die Antwort bitte einkreisen.*
(1 – ich bin nur ein Weintrinker, 7 – ich interessiere mich intensiv für Wein)

1 2 3 4 5 6 7

Angaben zur Person

39. **Geschlecht**
    1. Männlich
    2. Weiblich

40. **Zu welcher Altersstufe gehören Sie?**
    1. Bis 21 Jahre
    2. 21 – 28 Jahre
    3. 29 – 36 Jahre
    4. 37 – 44 Jahre
    5. 45 – 52 Jahre
    6. Über 52 Jahre

41. **Was ist Ihr höchster Bildungsabschluss?**
    1. Hauptschule/Realschule/Polytechnische Oberschule oder vergleichbar (ohne Berufsausbildung)
    2. Hauptschule/Realschule/Polytechnische Oberschule oder vergleichbar (mit Berufsausbildung)
    3. (Fach-)Hochschulreife (mit oder ohne Berufsausbildung)
    4. (Fach-)Hochschulabschluss

42. **Welche sozialen Status haben Sie?**
    1. Student/in
    2. Arbeitnehmer/in (überwiegend manuelle Arbeit)
    3. Arbeitnehmer/in (überwiegend Büroarbeit)
    4. Arbeitslos
    5. Unternehmer/in
    6. Mutterschutz/ Elternzeit; Hausfrau/ Hausmann
    7. Rentner/in

43. **Wie hoch ist Ihr persönliche Nettomonatseinkommen?** *Inklusive Taschengeld, Unterhalt, Sozialleistungen etc.*
    1. Unter 500 Euro
    2. 501 – 1500 Euro
    3. 1501 – 2500 Euro
    4. 2501 – 3500 Euro
    5. 3501 – 4500 Euro
    6. Mehr als 4500 Euro
    7. Keine Angabe

44. In welchem Bundesland leben Sie?

1. Baden-Württemberg
2. Bayern
3. Berlin
4. Brandenburg
5. Bremen
6. Hamburg
7. Hessen
8. Mecklenburg – Vorpommern
9. Niedersachsen
10. Nordrhein-Westfalen
11. Rheinland-Pfalz
12. Saarland
13. Sachsen
14. Sachsen-Anhalt
15. Schleswig - Holstein
16. Thüringen

Annex C: Basic results

Table 1: Distinguishing wine drinkers from non-drinkers.

Q1_Do you drink wine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	790	91,1	91,1	91,1
	No	77	8,9	8,9	100,0
	Total	867	100,0	100,0	

Source: own research.

Table 2: Wine consumption frequency.

Q2_How often do you drink wine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	At least once a week	268	30,9	33,9	33,9
	Once or twice per month	369	42,6	46,7	80,6
	Once or twice per six months	128	14,8	16,2	96,8
	Less often	25	2,9	3,2	100,0
	Total	790	91,1	100,0	
Missing	System	77	8,9		
Total		867	100,0		

Source: own research.

Table 3: Places of wine consumption.

$Q3_Places_of_wine_consumption Frequencies

		Responses		Percent of Cases
		N	Percent	
Where do you drink wine	At home	731	33,1%	95,6%
	In restaurant	563	25,5%	73,6%
	In bar/ pub	336	15,2%	43,9%
	Outside	268	12,1%	35,0%
	In specialized wine shop	121	5,5%	15,8%
	In wine cellar	188	8,5%	24,6%
Total		2207	100,0%	288,5%

Source: own research.

Table 4: The most preferred places of wine consumption.

Q4_Where do you drink wine the most often?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	At home	562	73,5	73,5	73,5
	In restaurant	93	12,2	12,2	85,6
	In bar/ pub	75	9,8	9,8	95,4
	In specialized wine shop	15	2,0	2,0	97,4
	Outside	13	1,7	1,7	99,1
	In wine cellar	7	,9	,9	100,0
	Total	765	100,0	100,0	

Source: own research.

Table 5: Occasions for wine consumption.

$Q5_Occasions_for_wine_consumption Frequencies

		Responses		Percent of Cases
		N	Percent	
Occasions for wine consumption	Formal occasions	356	20,9%	46,5%
	Informal occasions	654	38,4%	85,5%
	Personal occasions	693	40,7%	90,6%
Total		1703	100,0%	222,6%

Source: own research.

Table 6: The most preferred occasions for wine consumption.

Q6_During which occasion do you drink wine the most often?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Personal occasions	448	58,6	58,6	58,6
	Informal occasions	302	39,5	39,5	98,0
	Formal occasions	15	2,0	2,0	100,0
	Total	765	100,0	100,0	

Source: own research.

Table 7: When consumers drink wine.

$Q7_When_do_you_drink_wine Frequencies

		Responses		Percent of Cases
		N	Percent	
When do you drink wine	weekend	741	48,7%	96,9%
	friday	485	31,8%	63,4%
	monday - thursday	297	19,5%	38,8%
Total		1523	100,0%	199,1%

Source: own research.

Table 8: Wine drinking times.

$Q8_During_which_times_of_the_day_do_you_drink_wine Frequencies

		Responses		Percent of Cases
		N	Percent	
Wine drinking times	in the evening and at night	751	73,1%	98,2%
	in the afternoon	199	19,4%	26,0%
	in the lunch time	74	7,2%	9,7%
	in the morning	4	0,4%	0,5%
Total		1028	100,0%	134,4%

Source: own research.

Table 9: Wine consumption with meal.

Q9_How much of your total wine consumption do you drink with meal?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	,0	33	4,3	4,3	4,3
	1,0	10	1,3	1,3	5,6
	2,0	15	2,0	2,0	7,6
	3,0	2	,3	,3	7,8
	5,0	55	7,2	7,2	15,0
	10,0	81	10,6	10,6	25,6
	15,0	23	3,0	3,0	28,6
	18,0	1	,1	,1	28,8
	20,0	85	11,1	11,1	39,9
	25,0	21	2,7	2,7	42,6
	26,0	1	,1	,1	42,7
	30,0	73	9,5	9,5	52,3
	33,0	1	,1	,1	52,4
	35,0	6	,8	,8	53,2
	37,0	1	,1	,1	53,3
	40,0	41	5,4	5,4	58,7
	45,0	5	,7	,7	59,3
	50,0	111	14,5	14,5	73,9
	55,0	1	,1	,1	74,0
	60,0	30	3,9	3,9	77,9
	65,0	2	,3	,3	78,2
	67,0	1	,1	,1	78,3
	68,0	1	,1	,1	78,4
	70,0	37	4,8	4,8	83,3
	75,0	18	2,4	2,4	85,6
	80,0	58	7,6	7,6	93,2
	85,0	7	,9	,9	94,1
	90,0	26	3,4	3,4	97,5
	95,0	2	,3	,3	97,8
	99,0	1	,1	,1	97,9
	100,0	16	2,1	2,1	100,0
	Total	765	100,0	100,0	

Source: own research.

Table 10: Wine consumption with meal versus country.

% within Country

		Country		
		The Czech Republic	Germany	Total
Q9_How much of your total wine consumption do you drink with meal?	,0	4,8%	3,7%	4,3%
	1,0	0,7%	2,0%	1,3%
	2,0	2,4%	1,4%	2,0%
	3,0	0,5%		0,3%
	5,0	7,0%	7,5%	7,2%
	10,0	13,2%	7,5%	10,6%
	15,0	2,9%	3,2%	3,0%
	18,0		0,3%	0,1%
	20,0	13,4%	8,3%	11,1%
	25,0	3,1%	2,3%	2,7%
	26,0	0,2%		0,1%
	30,0	11,3%	7,5%	9,5%
	33,0	0,2%		0,1%
	35,0	0,2%	1,4%	0,8%
	37,0	0,2%		0,1%
	40,0	5,3%	5,5%	5,4%
	45,0	0,2%	1,1%	0,7%
	50,0	14,4%	14,7%	14,5%
	55,0		0,3%	0,1%
	60,0	2,9%	5,2%	3,9%
	65,0	0,2%	0,3%	0,3%
	67,0		0,3%	0,1%
	68,0	0,2%		0,1%
	70,0	3,8%	6,0%	4,8%
	75,0	1,0%	4,0%	2,4%
	80,0	6,0%	9,5%	7,6%
	85,0	1,0%	0,9%	0,9%
	90,0	3,1%	3,7%	3,4%
	95,0		0,6%	0,3%
	99,0		0,3%	0,1%
	100,0	1,7%	2,6%	2,1%
Total		100,0%	100,0%	100,0%

Table 11: Reference groups for wine drinking.

$Q10_With_whom_do_you_drink_wine Frequencies

		Responses		Percent of Cases
		N	Percent	
With whom do you drink wine	With friends	674	31,1%	88,1%
	With family and relatives	587	27,1%	76,7%
	With partner	549	25,3%	71,8%
	With colleagues	181	8,4%	23,7%
	Alone	176	8,1%	23,0%
Total		2167	100,0%	283,3%

Source: own research.

Table 12: The most preferred reference group for wine drinking.

Q11_With whom do you drink wine the most often?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	With friends	313	40,9	40,9	40,9
	With partner	257	33,6	33,6	74,5
	With family or relatives	162	21,2	21,2	95,7
	Alone	27	3,5	3,5	99,2
	With colleagues	6	,8	,8	100,0
	Total	765	100,0	100,0	

Source: own research.

Table 13: Extent of agreement with statements.

Statistics

	N				
	Valid	Missing	Mean	Mode	Std. Deviation
I drink wine primarily because of its taste/color/scent	765	0	3,980	5,0	1,1295
I associate wine consumption with formal occasions	765	0	3,152	3,0	1,1815
Wine drinking consumers have higher social status	765	0	2,318	1,0	1,1822
I often drink wine because others drink it too	765	0	1,918	1,0	1,1778
I would never drink wine alone	765	0	2,553	1,0	1,4585
I like to try new kinds of wine	765	0	3,595	5,0	1,2440
One must be an expert to recognize good wine	765	0	2,873	3,0	1,0978
The price of the wine depends on its quality	765	0	3,010	3,0	1,0720
It is possible to buy a quality wine at a low price	765	0	3,131	4,0	1,0591
I always drink only quality wine	765	0	2,827	3,0	1,1005

Source: own research.

Table 14: Preference of the wine origin.

Q13_Do you prefer domestic or foreign wine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I am not interested whether the wine has domestic or foreign origin	176	23,0	23,0	23,0
	Only foreign wine	7	,9	,9	23,9
	Mostly foreign wine	79	10,3	10,3	34,2
	Equally domestic and foreign wine	202	26,4	26,4	60,7
	Mostly domestic wine	265	34,6	34,6	95,3
	Only domestic wine	36	4,7	4,7	100,0
	Total	765	100,0	100,0	

Source: own research.

Table 15: Willingness to pay for a bottle of wine in retail.

Q14_How much are you willing to pay for a bottle of wine purchased in retail?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low spenders[a]	154	20,1	20,1	20,1
	Moderate spenders[b]	571	74,6	74,6	94,8
	High spenders[c]	40	5,2	5,2	100,0
	Total	765	100,0	100,0	

a. Spend less than 100 CZK / 5 EUR per bottle

b. Spend 100 - 300 CZK / 5 - 15 EUR per bottle

c. Spend more than 300 CZK / 15 EUR per bottle

Source: own research.

Table 16: Willingness to pay for a bottle of wine in restaurant.

Q15_How much are you willing to pay for a bottle of wine ordered in restaurant?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low spenders[a]	307	40,1	40,1	40,1
	Moderate spenders[b]	448	58,6	58,6	98,7
	High spenders[c]	10	1,3	1,3	100,0
	Total	765	100,0	100,0	

a. Spend less than 200 CZK / 15 EUR per bottle

b. Spend 200 - 700 CZK / 15 - 40 EUR per bottle

c. Spend more tna 700 CZK / 40 EUR per bottle

Source: own research.

Table 17: Participation in special wine events.

$Q16_Participation_on_special_wine_events Frequencies

		Responses		Percent of Cases
		N	Percent	
Participation in special wine events	No, I do not participate	362	36,1%	47,5%
	Wine tasting	233	23,2%	30,6%
	Wine festivals	218	21,7%	28,6%
	Wine harvest festivals	144	14,3%	18,9%
	Wine hikes	39	3,9%	5,1%
	Educational courses	5	0,5%	0,7%
	Other	3	0,3%	0,4%
Total		1004	100,0%	131,8%

Source: own research.

Table 18: Wine knowledge.

Statistics

Q17_Wine knowledge

N	Valid	765
	Missing	0
Mean		2,928
Median		3,000
Mode		2,0
Std. Deviation		1,4331

Q17_Wine knowledge

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,0	148	19,3	19,3	19,3
	2,0	176	23,0	23,0	42,4
	3,0	174	22,7	22,7	65,1
	4,0	151	19,7	19,7	84,8
	5,0	92	12,0	12,0	96,9
	6,0	14	1,8	1,8	98,7
	7,0	10	1,3	1,3	100,0
	Total	765	100,0	100,0	

1 - I am only a wine drinker; 7 - I am intensely interested in wine

Source: own research.

Table 19: Gender.

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	524	68,5	68,5	68,5
	Male	241	31,5	31,5	100,0
	Total	765	100,0	100,0	

Source: own research.

Table 20: Age.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gen Y	527	68,9	68,9	68,9
	Gen X	238	31,1	31,1	100,0
	Total	765	100,0	100,0	

Source: own research.

Table 21: Education.

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary	365	47,7	47,7	47,7
	University	400	52,3	52,3	100,0
	Total	765	100,0	100,0	

Source: own research.

Table 22: Social status.

Social status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	349	45,6	45,6	45,6
	Employed (mostly mental labor)	263	34,4	34,4	80,0
	Employed (mostly manual labor)	66	8,6	8,6	88,6
	Entrepreneur	63	8,2	8,2	96,9
	Maternity leave/ house wife	15	2,0	2,0	98,8
	Unemployed	5	,7	,7	99,5
	Retired	4	,5	,5	100,0
	Total	765	100,0	100,0	

Source: own research.

Table 23: Income level.

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low income[a]	391	51,1	56,3	56,3
	Medium income[b]	247	32,3	35,5	91,8
	High income[c]	57	7,5	8,2	100,0
	Total	695	90,8	100,0	
Missing	System	70	9,2		
Total		765	100,0		

a. Less than 16 000 CZK / 1500 EUR per month

b. 16 000 - 32 000 CZK / 1500 - 3000 EUR per month

c. More than 32 000 CZK / 3000 EUR per month

Source: own research.

Table 24: Region of residence – The Czech Republic.

Q23_In which region do you live

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moravskoslezský kraj	302	72,4	72,4	72,4
	Hlavní město Praha	33	7,9	7,9	80,3
	Zlínský kraj	24	5,8	5,8	86,1
	Jihomoravský kraj	20	4,8	4,8	90,9
	Středočeský kraj	10	2,4	2,4	93,3
	Olomoucký kraj	10	2,4	2,4	95,7
	Pardubický kraj	6	1,4	1,4	97,1
	Kraj Vysočina	5	1,2	1,2	98,3
	Jihočeský kraj	2	,5	,5	98,8
	Liberecký kraj	2	,5	,5	99,3
	Královéhradecký kraj	2	,5	,5	99,8
	Ústecký kraj	1	,2	,2	100,0
	Total	417	100,0	100,0	

Source: own research.

Table 25: Region of residence – Germany.

Q23_In which federal state do you live

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Baden-Württemberg	259	74,4	74,4	74,4
	Bayern	28	8,0	8,0	82,5
	Bremen	12	3,4	3,4	85,9
	Hessen	10	2,9	2,9	88,8
	Mecklenburg - Vorpommern	9	2,6	2,6	91,4
	Rheinland - Pfalz	7	2,0	2,0	93,4
	Berlin	4	1,1	1,1	94,5
	Brandenburg	4	1,1	1,1	95,7
	Sachsen	4	1,1	1,1	96,8
	Niedersachsen	3	,9	,9	97,7
	Nordrhein - Westfalen	3	,9	,9	98,6
	Saarland	2	,6	,6	99,1
	Thüringen	2	,6	,6	99,7
	Hamburg	1	,3	,3	100,0
	Total	348	100,0	100,0	

Source: own research.